

# LIFE

IN THIS ISSUE

## POPE PIUS—BY GRAHAM GREENE



GENE TIERNEY WEARS \$14 DRESS  
TO A \$50,000 PARTY IN VENICE

20 CENTS

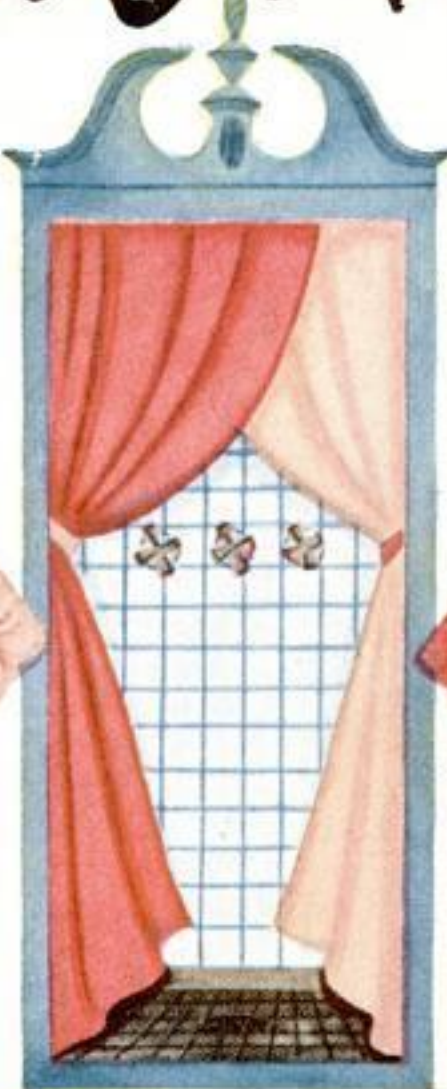
SEPTEMBER 24, 1951

CIRCULATION OVER  
5,200,000

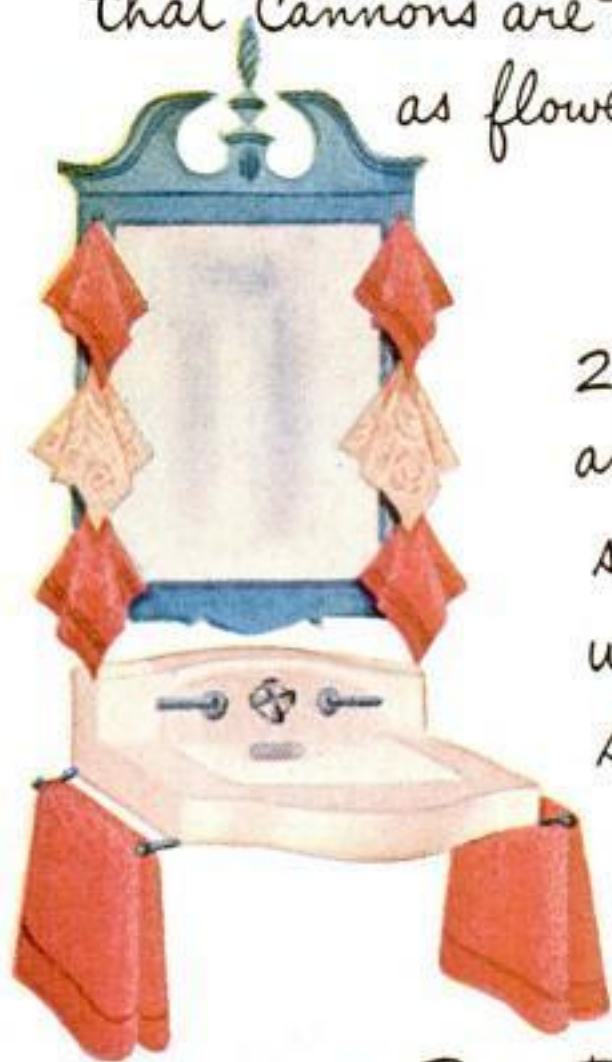
REG. U. S. PAT. OFF.



# Color Magic-with Cannon!



1. Carnation colors give you the clue to hang your Cannons over carnation-filled hurricane lamps! Use them to flank your shower — and be thankful that Cannons are thirsty as flowers, too!



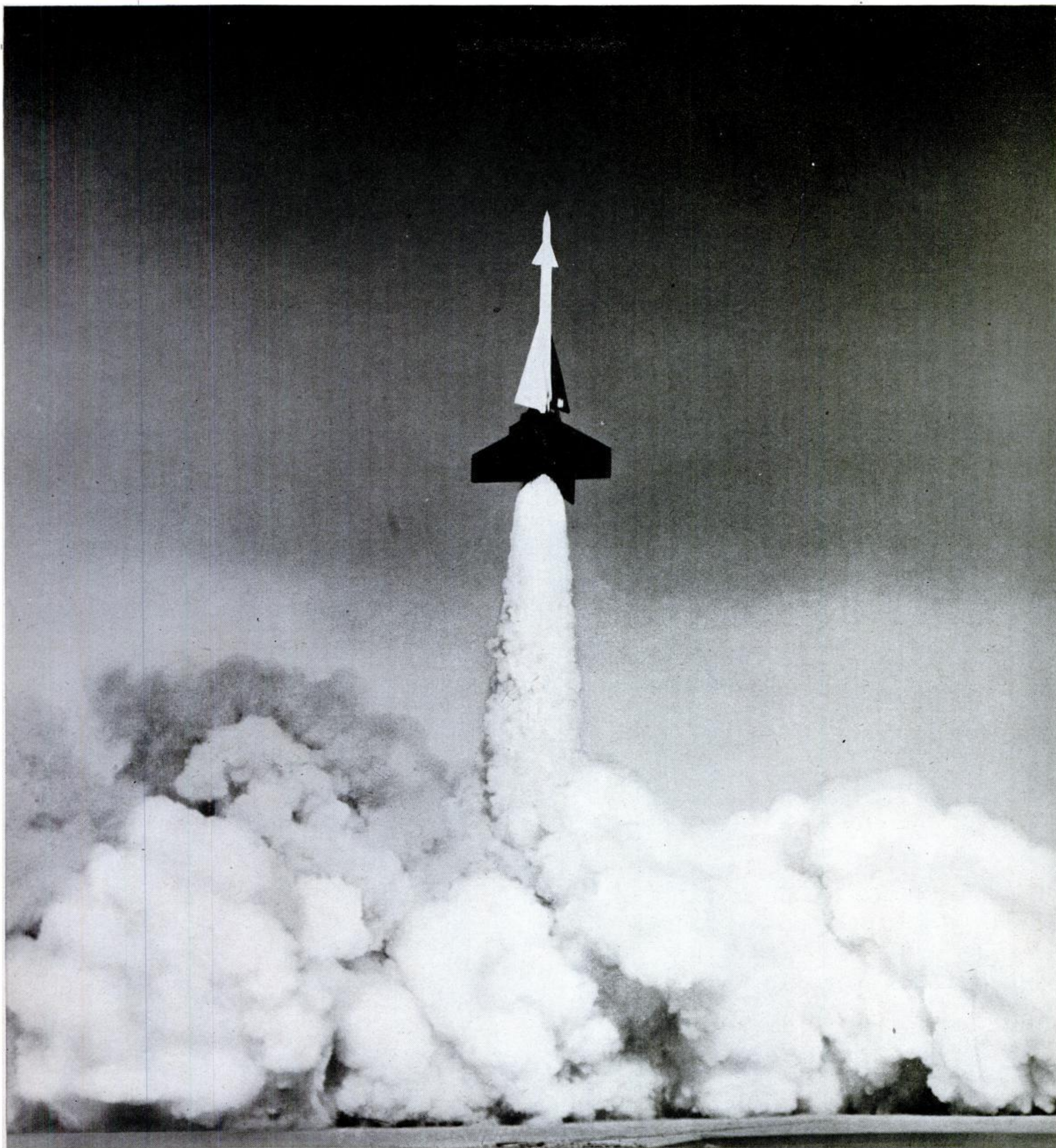
2. Make your mirror an old-fashioned hatrack — so handy to hold a whole bouquet of washcloths in the same fresh carnation shades as your big 'n hearty Cannon bath towels!

3. Private "secretary" boasts a pull-down shelf where you can primp — and plenty of storage for your Cannon ensembles! You'll love their soft touch (that's "Beauti-Fluff"! ) — and their low price-tags — for Cannon means the most for your towel-money... from as low as **39¢ to \$2.95**



*absorb more — wear longer — cost less!*





**New Guided Missile Takes Off**.... This newest anti-aircraft missile, soaring upward on its supersonic flight, is launched, steered and exploded by electronic control.... These powerful missiles blast high-flying enemy aircraft out of the sky.... The control devices were developed by the Bell System's research and manufacturing units—the Bell Telephone Laboratories and Western Electric Company—working together in traditionally close relationship.... This guided missile assignment for the Army Ordnance Corps is just one of many important military projects now entrusted to the **Bell Telephone System**.



This One



0U2C-GGX-OJX8



leading dealers' service records rate . . .

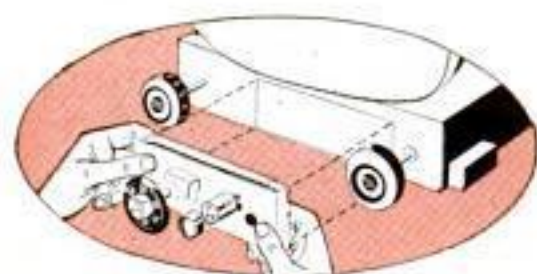
# Motorola TV

most

dependable



**ONLY MOTOROLA TV gives you exclusive GLARE-GUARD** the curved anti-reflection screen that eliminates up to 98% of all annoying reflected glare!



**MOTOROLA TV gives you BUILT-IN UHF reception** the complete Ultra High Frequency receiver and tuner unit factory installed at extra cost . . .

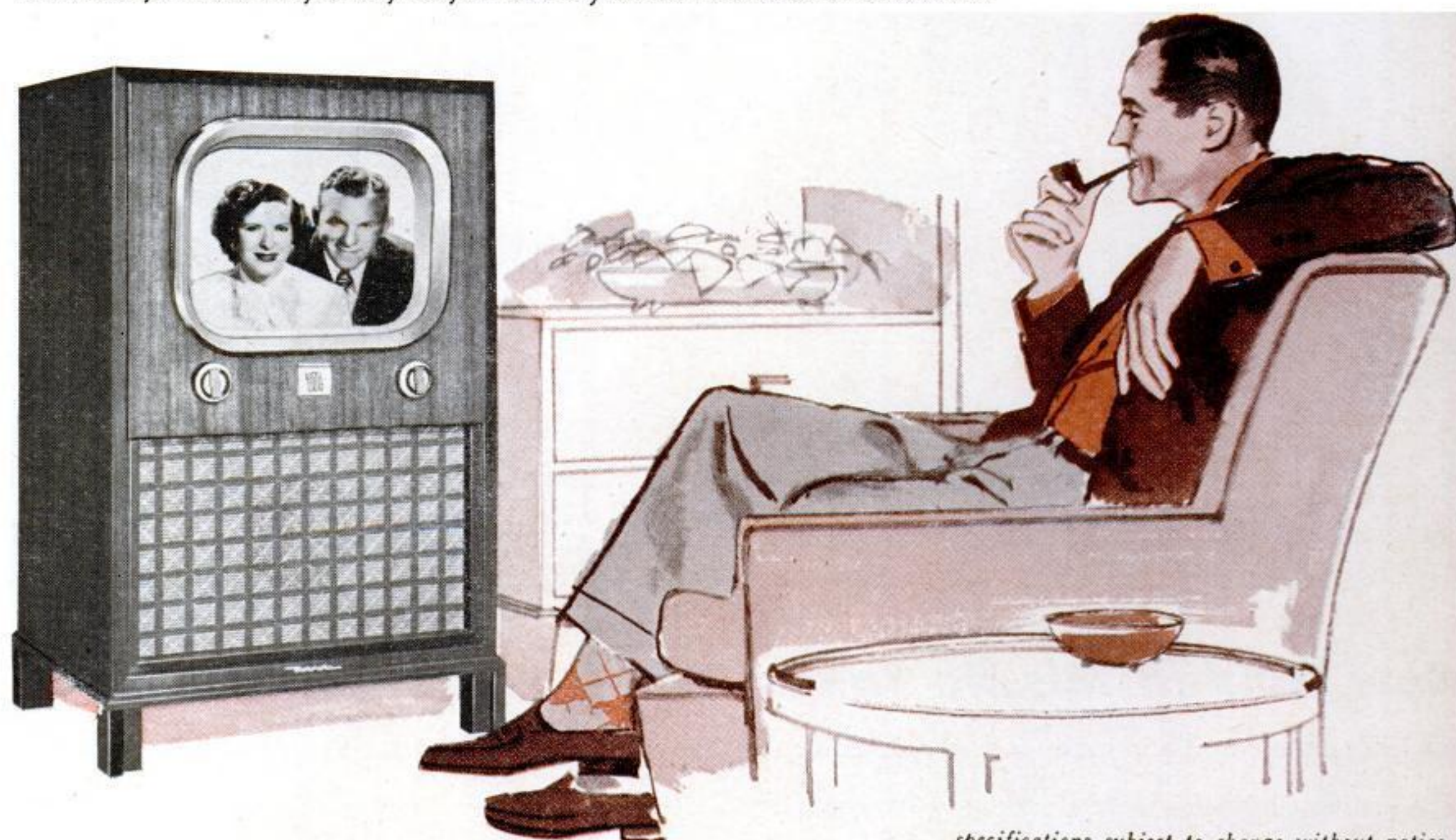


**...or, ALL-CHANNEL ADAPTER may be added later.** Easily attached\* to your Motorola TV for Ultra High Frequency reception. \*So simple you can do it yourself.



**FOR YOU...this means longer, better, more continuous TV entertainment in your home!**

Wherever you see a Motorola TV you'll hear enthusiastic praise for its longer, better, more continuous performance! Recommended by owners and by dealers who *know* its reputation for dependability, Motorola TV spends *more time* in your home and less "time off" for service. Precision quality control during production and rigid performance testing of every operation assures you of this outstanding reliability. Visit your nearby Motorola TV dealer today . . . he'll tell you why it's your best buy for **DEPENDABLE PERFORMANCE!**



*specifications subject to change without notice*

*Burns and Allen* FAMOUS FILM, RADIO AND TV STARS SAY, "See us at our best . . . see us on Motorola TV!"





Introducing  
Invisible  
**White Magic**  
Newest

Playtex® **FAB-LINED** Girdle  
FABRIC-NEXT-TO-YOUR-SKIN



Never such an idea as *White Magic*—never such a girdle as Playtex Fab-Lined! It's like stepping into another world—to see the inches vanish, to *feel* the freedom only Playtex gives you! It's like wearing a cloud—to enjoy the comfort of fabric next to your skin. It's like no other girdle—without a seam, stitch or bone, invisible under the most clinging clothes. All this—and the beauty of *White Magic*, too! In SLIM golden tubes, *White Magic* or Blossom Pink—\$5.95 and \$6.95. (Other Playtex girdles, from \$3.95.) At department stores, and better specialty shops everywhere.

*Prices slightly higher in Canada and foreign countries.*

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover, Del. ©1951 PLAYTEX LTD., Montreal, Canada

ON TV...



Playtex presents ARLENE FRANCIS in "*Fashion Magic*." Top entertainment. CBS-TV Nationwide Network. See local papers for time and channel.



# ...WHAT MAKES THEM DO IT

*In shock, our nation views the headline scandals about its college athletes and asks—Why?*

You'll find the *crushing answer* in

## **Saturday's Hero,**

the new motion picture.

Here is the *real* story of the "*kept men*" of big time college sports; you'll listen to the boys' own mocking laughter at what used to be—and is still called—the *honor system*.

No wonder they laugh!

You'll see injuries *bought and paid for*. You'll meet coaches who have to win, or lose their five-figure salaries. You'll watch boys accept passing marks for exams they never took. You'll get to know the *touchdown-hungry alumni*.

Above all, you'll understand the boys—who are taught that victory must be had at *any* price.

One of the boys is Steve Novak—one you'd be proud to call your own. He's fast on the field, he's tough, and he's smart—tough enough to call 'em as he sees 'em—and smart enough, finally, to see through it all.

Perhaps you've read some of the hundreds—literally hundreds—of editorials, news stories and sports columns about **Saturday's Hero**

This story of Steve Novak—and of Melissa, his girl—is everywhere evoking unprecedented praise.

A random example: The Kansas City Star says,

## **Saturday's Hero**

*is the first honest football picture ever made!*

It's all that—and more...

*Much more!*



A SIDNEY BUCHMAN  
Production  
starring John DEREK.  
Donna REED with Sidney  
Blackmer, Alexander  
Knox. Produced by  
Buddy Adler.  
Directed by David  
Miller. Based on the  
novel, THE HERO, by  
Millard Lampell. Written  
for the Screen by Millard  
Lampell and Sidney  
Buchman  
A COLUMBIA PICTURE



# Natural Poise

BEAUTIFUL SHOES WITH A MADE-TO-MEASURE FIT



NO OTHER SHOES CAN GIVE YOU MORE COMFORT

Fashionable women everywhere are singing the praises of Natural Poise... their up-to-the-minute styling... their precious comfort. For here are shoes both dainty and flattering... beautifully crafted in fine, supple leathers. Here's the custom fit, the lasting ease assured by the exclusive Dimensional Equalizer Last. No wonder Natural Poise is recognized as America's Greatest Shoe Value.

most styles **995**



WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI





**T. W. A. BOARD CHAIRMAN, Warren Lee Pierson**, says: "I consider a lighter really a necessity. And having a mighty high regard for precision and dependability, naturally I have a mighty high regard for my Ronson lighter."



**NEW YORK AREA FORD DISTRIBUTOR, Ralph Horgan**, says: "I admire fine performance in lighters as in automobiles — so naturally Ronson's the lighter for me!"



Here is **RAYMOND LOEWY PARTNER, A. Baker Barnhart**, who says: "Designers are always impressed by a quality beyond appearance — performance. Ronson is the most dependable lighter I know."

## TOP EXECUTIVES SAY:

# "The lighter for me is a RONSON"

**Yes, Ronson was preferred 4 to 1 over any other brand, among all executives interviewed!**

"I wouldn't be without a lighter," said executives in this nation-wide independent survey. "It's a necessity these modern days!"

And other surveys reveal that Ronson is the far-and-away favorite among host-

esses, sportsmen, students, brides-to-be — and among smokers in general!

Ronson is acknowledged 'tops' in design — precision craftsmanship — long-lived performance and dependability. *Acknowledged the world's greatest lighter!*

So when you're shopping for a gift, or for something for yourself, think of a Ronson. Look right on the lighter for the famous

trademark **RONSON**. It means "world's finest."

And remember: any lighter puts its "best flame forward" with Ronsonol Fuel and extra-length Ronson Redskin 'Flints.'



# RONSON®

**WORLD'S GREATEST LIGHTER**

*Press, it's lit — Release, it's out!*



**RONSON PENCILITER.** Lights! Writes! In chromium plate. \$8.95.



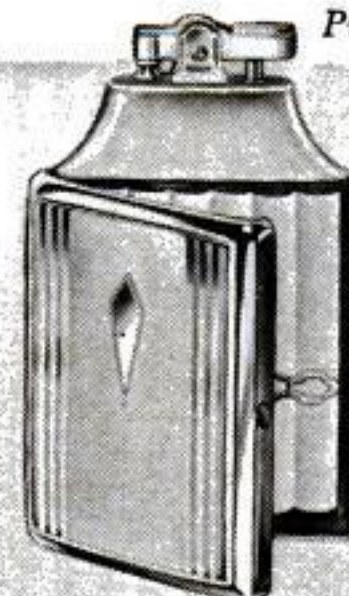
**RONSON SENATOR.** Desk and library lighter in genuine alligator. \$13.75. Other desk lighters from \$12.25.



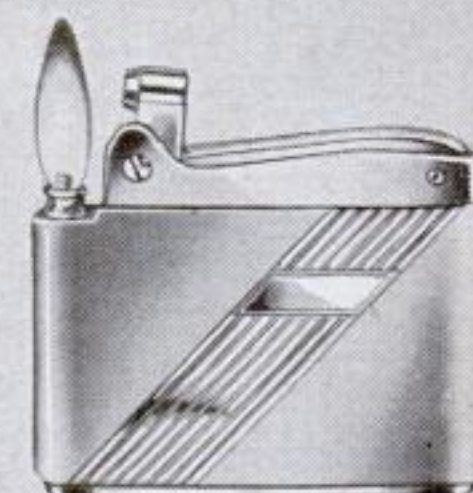
**RONSON STANDARD.** Trim pocket lighter, in chromium plate, satin finish. \$6.60.



**RONSON WHIRLWIND.** Disappearing windshield. Two-toned ribbed genuine brown calfskin. \$9.50.



**RONSON MASTERCASE.** Combination Lighter-Cigarette Case, chromium plate. \$11.



**RONSON ADONIS.** Slim as a fine watch. Smart pocket lighter in chromium plate, engine-turned. \$10.

Enjoy Ronson's "Star of the Family," CBS-TV Network; and Ronson's new Network Radio Show. (Watch local paper for details) Ronson, Newark, N. J., Toronto, Ont., London, Eng.



# NEW PACK'S IN!



The Green Giant doesn't *really* pick cans of Niblets Brand Corn right off the stalk. It just *tastes* that way. Plump golden kernels with the fresh-shucked flavor of tender young roasting ears. For this is "corn-on-the-cob without the cob"—an exclusive breed *picked and packed at the fleeting moment of perfect flavor*. Be among the first to enjoy this tender harvest... piled high at your grocer's today.

## Niblets SWEET Corn

BRAND

SEE THE GREEN GIANT TV SHOW, "LIFE WITH (ART) LINKLETTER," ON ABC-TV.

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.  
"Niblets" Brand Reg. U. S. Pat. Off. ©GGCo.





**SAFETY PROVED ON THE SPEEDWAY**  
 by *Wilbur Shaw*  
**For Your Protection on the Highway**



The new Firestone Supreme has been thoroughly tested under all service conditions on the highway. In Speedway tests, tire was first purposely damaged so it would blow out, then inflated to 24 pounds.

With Wilbur Shaw, three-time winner of the Indianapolis Race, now president of the Speedway, at the wheel, tire was blown to shreds at 90 mph, yet there was no swerve, no tug at the steering wheel!



After driving over a mile at high speed on the blown-out tire, Shaw brought the car to a normal stop and there were still 18 pounds of air in the tire, proof that Firestone Supreme is the safest tire ever built.

In another amazing safety test, Shaw drove the new Firestone Supreme over a board full of 4-inch spikes, yet there was no loss of air, because the Firestone Supreme seals punctures instantly and permanently.



**Another Proof that Your Safety is Our Business at Firestone**



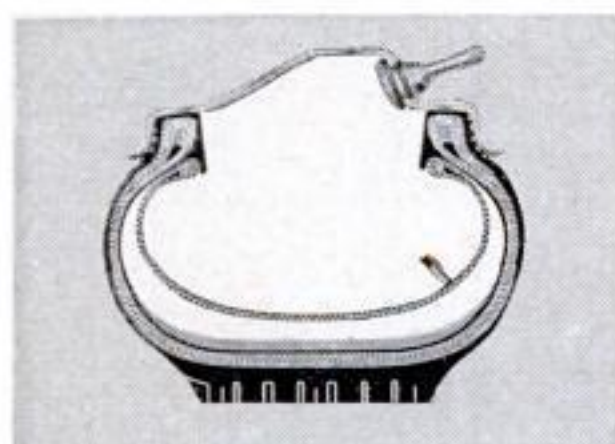
# *Announcing* THE WORLD'S FIRST AND ONLY BLOWOUT-SAFE. PUNCTURE-PROOF, TUBELESS TIRE

## *The Revolutionary New* **Firestone** **Supreme**

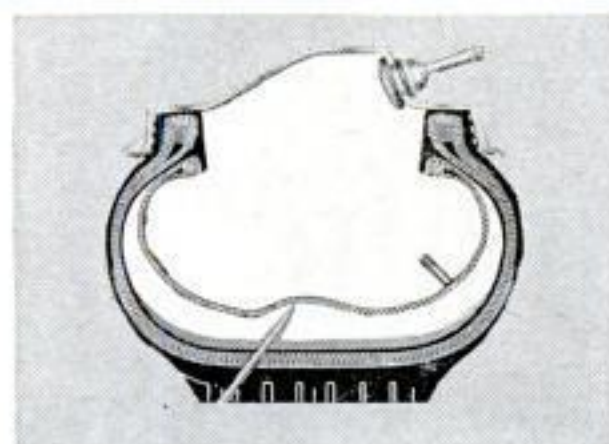
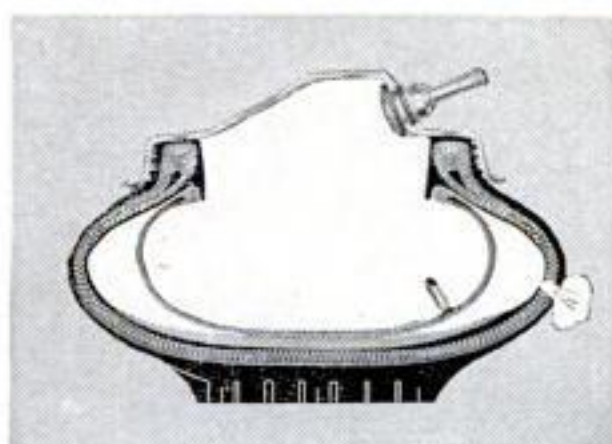
**H**ERE is a tire so completely safe that it marks the beginning of a new era in highway safety. Any tire, even of the tubeless, puncture-proof type, will blow out if the tire body is torn open by a large, sharp object. But the new Firestone Supreme has a patented construction that gives you the protection you have always wanted against the dangers of all blowouts and punctures.

Firestone is cooperating with the Government in conserving critical materials, so production of the Firestone Supreme is now limited. But when the present national emergency ends, you will be able to equip your car with the world's first and **ONLY** blowout-safe, puncture-proof, tubeless tire, the Firestone Supreme, the ultimate in tire safety, strength, economy and mileage.

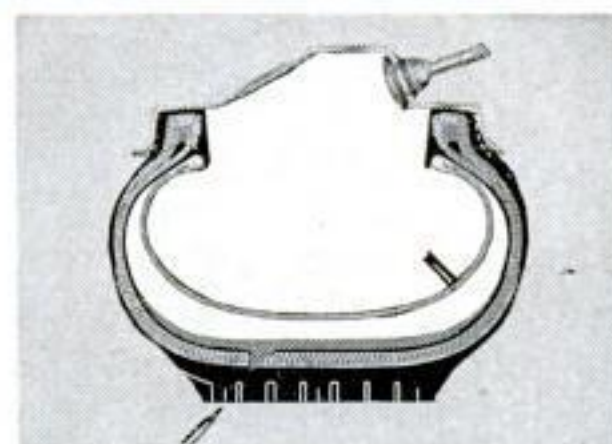
Here's How the New Firestone Supreme Eliminates the Dangers of Blowouts and Punctures



Cross-section at left shows inner diaphragm with safety valve. Diagram at right shows how safety valve closes if tire blows out, retaining a large volume of air.



Cross-section at left shows how diaphragm is deflected when nail punctures tire. Diagram at right shows how soft rubber inner layer seals hole without loss of air.





# Van Heusen *CENTURY* Shirt

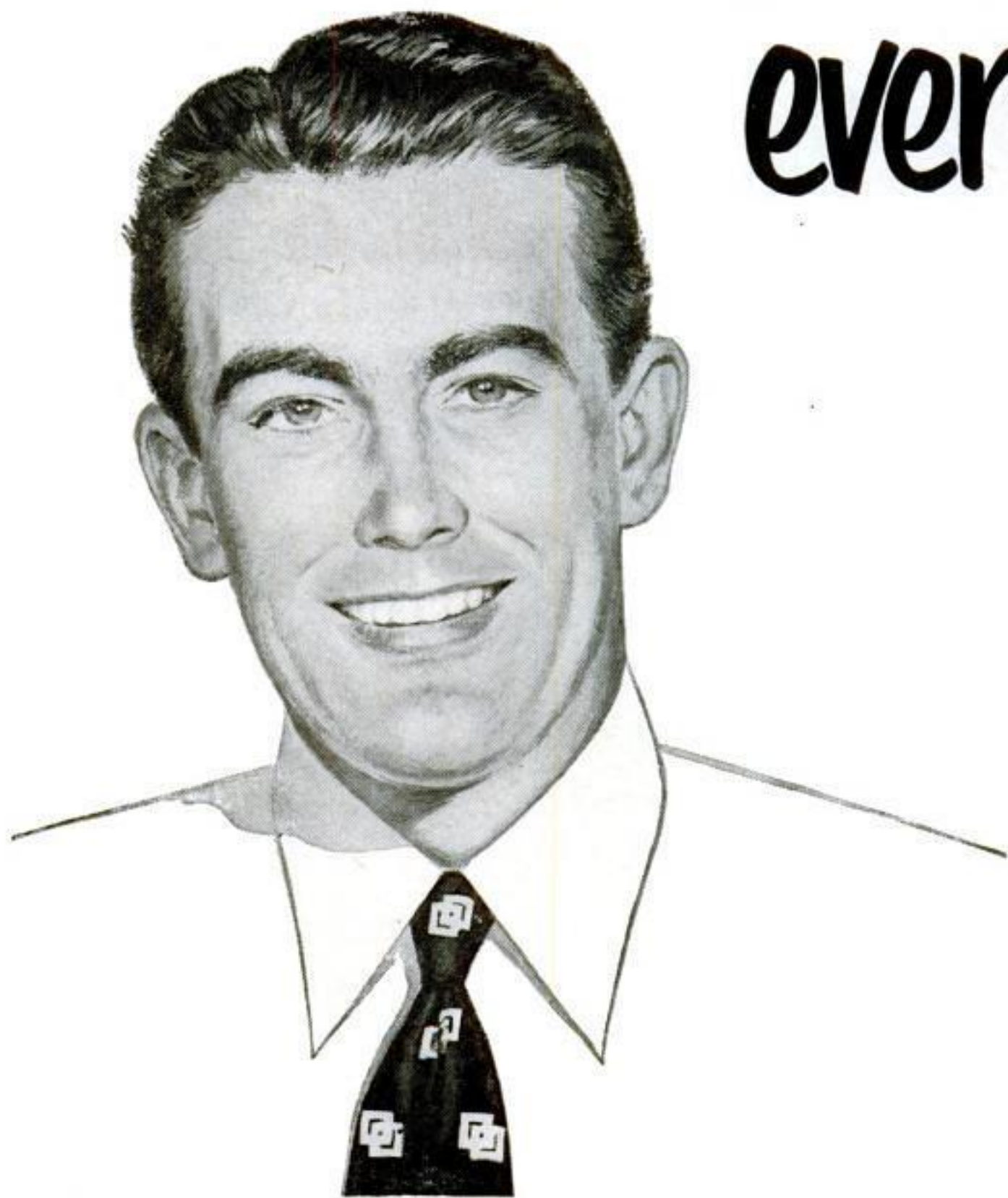
with the soft, one-piece collar that

## perspiration won't wilt

## laundering won't hurt

## and won't

## wrinkle... ever!



Only Van Heusen Century shirts have this specially woven one-piece collar—as soft as fine linen. Not fused, not lined—has no stays, never needs starch. It's wrinkle-proof for life! Easier to launder, to iron because the fold line is woven in place. Has handsome, low-setting Van Heusen "Comfort Contour" collar styling. In white or colors, with regular or wide-spread collar. Tie shown; new Van Heusen Century Shirt-mate, \$1.50

# Van Heusen

REG. U. S. PAT. & TM. OFF.

## *CENTURY* shirts

white \$3.95, \$4.95; colors \$4.50



Fashion Academy Award 1951

A new shirt free if your Van Heusen shrinks out of size!

Phillips-Jones Corp., New York 1, Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

## LETTERS TO THE EDITORS

### SHIRTSLEEVE MILLIONAIRES

Sirs:

Your excellent article, "Shirtsleeve Millionaires" (LIFE, Sept. 3), brings to my mind that the day of ambition, invention and hard work is not a thing of the past. . . .

A. D. LANG

Burbank, Calif.

Sirs:

I bought your copy and I learned about the wonderful life of the farmers in California. Well, now I know at least why we have to pay higher and higher prices every week for our meals. One farmer has to earn millions so that he is able to go to Africa to hunt lions, and the other has to earn millions to buy a bank, Cadillacs and planes. . . .

ALWIN STEINITZ

Los Angeles, Calif.

Sirs:

. . . Along with the new cotton-backed millionaires, the valley still shows traces of the evil Steinbeck wrote against. Like Park Avenue, New York City, which runs into the slum-fringes of Harlem, the valley has its unhealthy quota of not-so-millionaireish residences. I have enclosed a picture (*below*) showing some of those who live across the street from your new millionaires.

PETE GILMAN

Visalia Times-Delta  
Visalia, Calif.



Sirs:

I wonder if at least one zero was added by mistake to the collection of 500,000 records you report millionaire H. B. Leonard as owning. If the owner could listen to his records 24 hours daily, computing six minutes for each 78 rpm record, it would take him over five years to hear all of them. If long-playing records were also included, it would take even longer.

JACOB LEHRMAN

Albany, N.Y.

Sirs:

If "Dutch" got the record phobia at the tender age of 8 years he would have had to buy 40 records each day, five days each week, 50 weeks each year for the last 50 years.

At an average of 75¢ each he has \$375,000 tied up in records.

Stacked naked he has 500 stacks 7½ feet high.

MRS. R. C. HENNING

Bakersfield, Calif.

• H. B. Leonard has been buying records since 1912, probably hasn't heard all of his 500,000 recordings which he says are worth at least \$375,000. The collection, predominantly classical, completely fills the walls of a room 65 feet long, 45 feet wide, 10 feet high, requires the full-time services of a secretary to organize and catalog.—ED.

### SEXY SIGNORE

Sirs:

My applause for LIFE's comments ("Sexy Signore," Sept. 3), for Philippe Halsman's rhapsodic photographs and for Silvana Mangano, Gina Lollobrigida, *et hoc genus omne*.

CALVIN LEE WILDER

Boston, Mass.

Sirs:

. . . May LIFE readers see more of this sultry beauty, Gina Lollobrigida?

WALDO RUESS

New York, N.Y.



GINA

Sirs:

Silvana Mangano (wow!), Marina Berti (whew!), Lea Padovani (sigh!) and Gina Lollobrigida (gulp!). . . .

RICHARD BISSELL

Dubuque, Iowa

Sirs:

Many American women are shocked at the effort your magazine is making to popularize the offensive word "sexy" by applying it to your prettiest models. Can you not say that the lovely signore are electrifying, temperamental, superlative, elemental and very talented? Even to call them passionate would be much better. . . .

LOUISE S. BROWNING

New York, N.Y.

Sirs:

. . . I know little about photography, but your choice of subjects is excellent. . . .

SEBASTION CAMPAGNA

Omaha, Neb.

CONTINUED ON NEXT PAGE

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

**ONE YEAR \$6.75** in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-9-24



## LETTERS TO THE EDITORS CONTINUED

### BORES

Sirs:

I herewith nominate Russell Lynes ("Bores," LIFE, Sept. 3) as the most intelligent, the most discerning and the most humorous man east or west of the Hudson River. His howlingly funny article absolutely convulsed me with laughter, and it is now one of my ambitions to meet Mr. Lynes face to face (not at a cocktail party!). . . .

CALDER B. VAUGHAN  
La Grange, Ga.

Sirs:

. . . Mr. Lynes has been a virulent bore in writing about snobs (LIFE, Nov. 20, 1950). And in writing about bores he is very snobbish. In short, Mr. Lynes is a Bore-about-Exposing-Snobs and a Snob-about-Exposing-Bores.

RICHARD TERZIAN  
Los Angeles, Calif.

### HERB JEFFRIES

Sirs:

Herb Jeffries ("He Wouldn't Cross the Line," LIFE, Sept. 3) and his wife must be wonderful people. It's too bad there aren't a million like them.

PFC. JAMES J. STARK  
Stephenville, Texas

SIRS:

HATS OFF TO "LIFE" AND HERB JEFFRIES.

GEORGE P. WILSON  
SAN DIEGO, CALIF.

Sirs:

Why should LIFE waste so much good paper recounting the exasperating and disgraceful act of a white girl who crossed the color line, thereby insulting two races—black and white?

R. I. JONES  
Rigby, Idaho

Sirs:

. . . It would seem to me that by marrying a white person Jeffries has become a part of the problem instead of a part of the solution.

MRS. OSCAR B. DRINKARD  
Lynchburg, Va.

Sirs:

In view of what followed, the sub-head of your article, "Herb Jeffries Cheerfully Pays the Price of Choosing His Race," is certainly misleading. If marrying a beautiful white girl constitutes being a martyr to his race, then I guess I'm wrong—and not Jeffries.

CHARLES UHL  
Chicago, Ill.

Sirs:

. . . I should like to meet and shake the hand of Herb Jeffries.

H. L. FISHBEIN, M.D.  
New York, N. Y.

Sirs:

. . . If my daughter ever entertains such an idea I will personally kill her and then myself, thus saving the state the expense of a hanging. This plan of action has the entire approval of my wife and whole family.

ERNEST MAY  
Norfolk, Va.

Sirs:

My daughter, a Caucasian, is married to a Negro boy that she met during her senior year in college. He is a World War II veteran with many campaign badges, the Purple Heart and a sergeant's rating gleaned from four long years of combat duty. He is a true Christian, honest, upright, courageous and ambitious. . . .

I find the reaction of so-called Christian people in this community of 3,000 souls to my daughter's marriage very amusing. Her marriage has not broken my heart nor made me bitter, nor am I ashamed of her. I admire her courage and shall always love, help and cherish her as long as I live. But my friends are prone to speak to me in notes of pity—why, I cannot understand! More power, honor and happiness to Herb Jeffries, his wife and daughter.

RUTH HARDWICK  
Belmond, Iowa

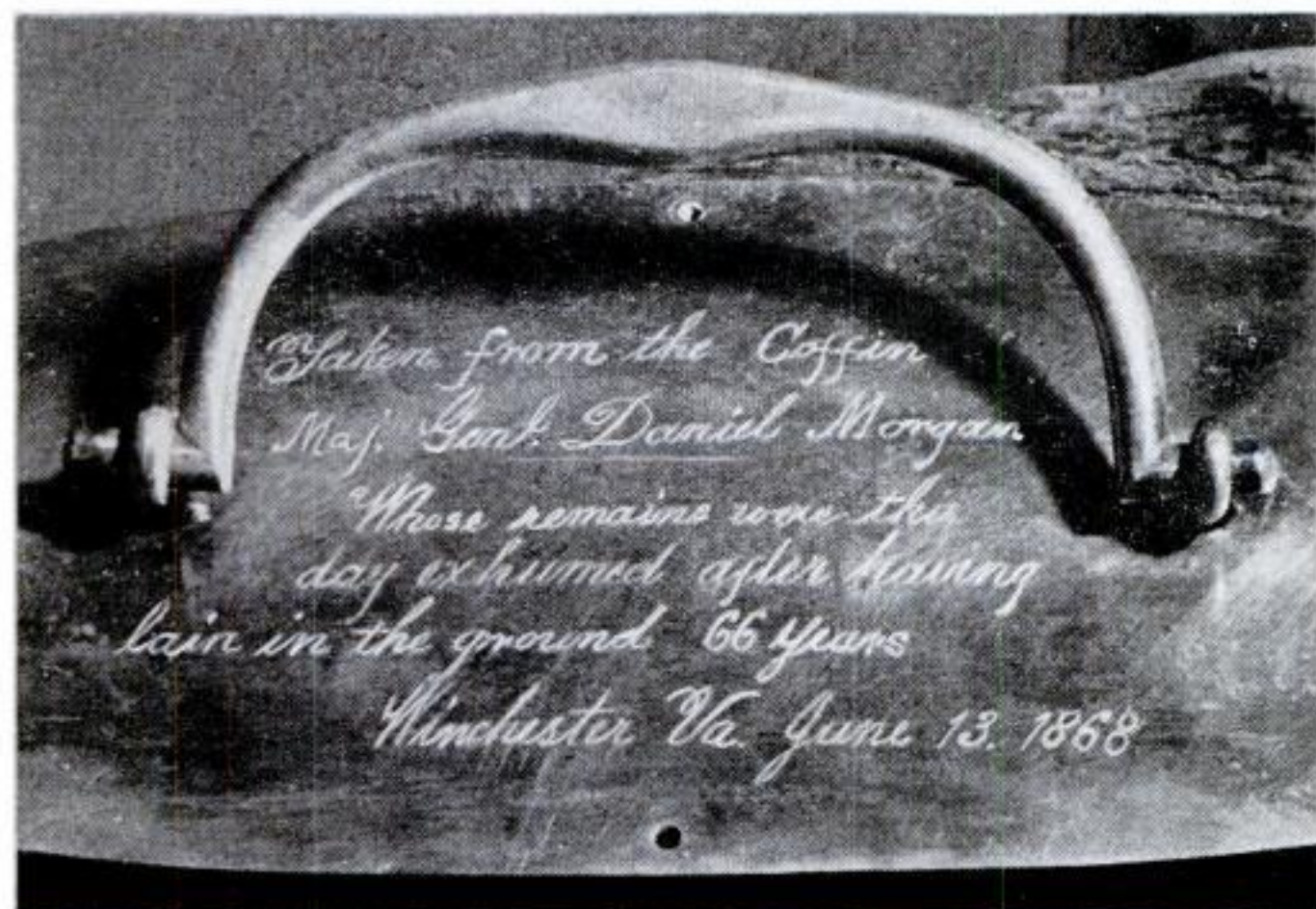
### GENERAL MORGAN'S BODY

Sirs:

Regarding your article, "Who Gets the General's Body?" (LIFE, Sept. 3), St. Louis, Mo. has produced evidence that General Morgan's body was removed from Winchester in 1868. Present whereabouts of body unknown! . . .

LEWIS T. BOYNTON JR.  
Silver Spring, Md.

● The "evidence," an inscribed coffin plate (*below*), turned up among assorted Indian relics in the Missouri Historical Society. Winchesterites say it refers to the transfer of Morgan's body in 1868 from the Old Stone Presbyterian Church in Winchester to the Mt. Hebron Cemetery, also in Winchester. They blame the plate's appearance in Missouri on the light-fingered proclivities of Yankee soldiers.—ED.



## Mother's helper



## thrives on PEP



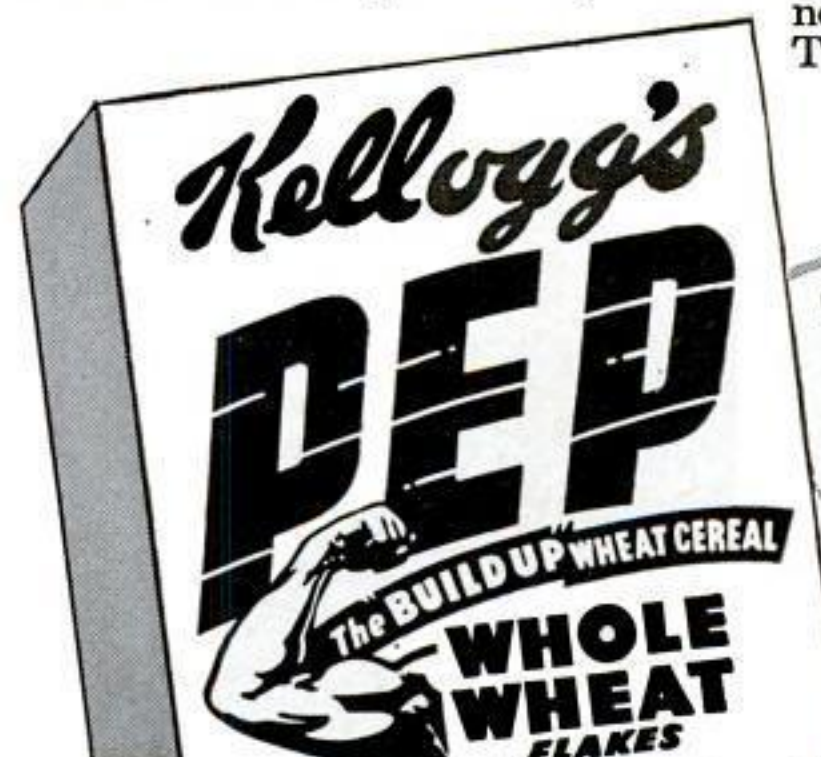
## the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get **These Important Vitamin Values** A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B<sub>1</sub> than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

### Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness never before possible in wheat flakes. You've never tasted such fresh-flavored wheat flakes—and no other keeps so crisp! Treat your family to Kellogg's PEP!



WE'VE TRIED 'EM ALL!  
NO OTHER FLAKES  
TASTE SO CRISP 'N  
FRESH!

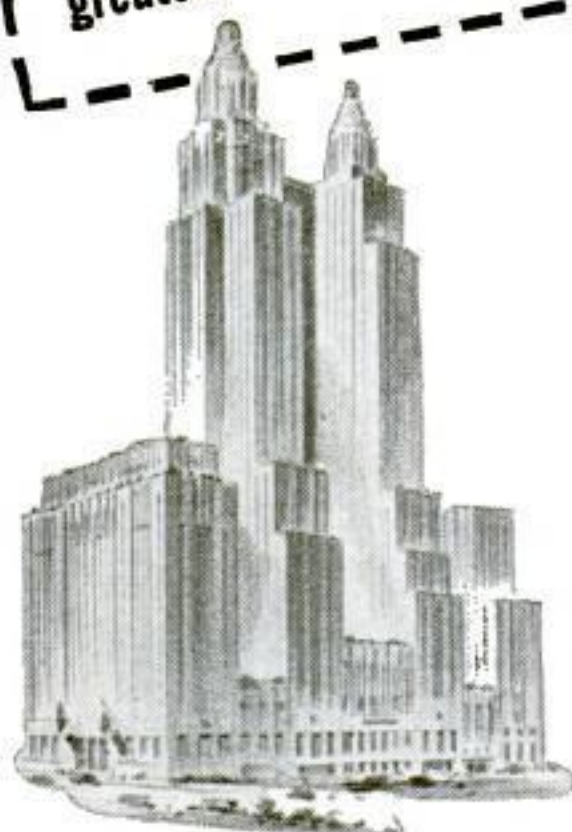


*Freshness Insured by Kellogg's exclusive "PROTEC" process!*

CONTINUED ON PAGE 16



**AGAIN WE  
REPEAT**  
what has become America's  
greatest homemaking event



# Pillsbury's BEST \$100,000 Recipe &

*Again, to bring to light the most treasured  
your favorite recipe may win you*

*It could happen to you!* Imagine a trip of a lifetime to New York City . . . a two-day stay at the glamorous Waldorf-Astoria . . . the excitement of the Bake-off . . . the hushed air of expectation at the Awards Luncheon (packed with famed celebrities)—where you might win \$25,000 or any of the other great prizes.

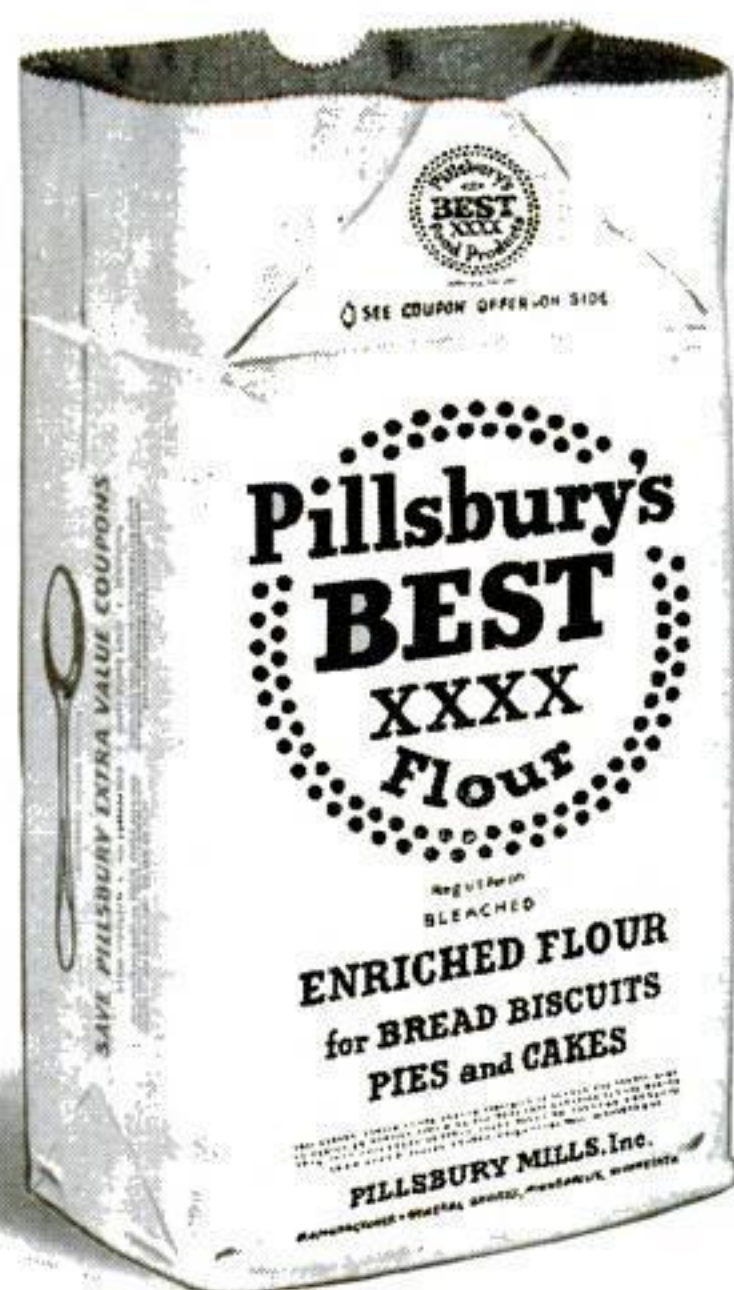
*All this might be yours, just for sending in your favorite recipe!*

This year 772 awards are being offered for the 100 most treasured recipes of all America, of this and other generations. Valuable cash prizes, 100 G-E Stratoliner Push-button Ranges and 100 G-E Electric Mixers, 100 Samson Folding Tables and 100 Samson Upholstered Folding Chairs. All told, awards total \$138,000, including special Junior awards of \$22,000.

*Any type of recipe may be a winner*—timesaving, work-saving recipes, economy recipes . . . modern streamlined recipes . . . cherished family recipes handed down from Grandmother to Mother to you . . . foreign



**1950 Winners.** These happy people are Mrs. Robert Walker, Mrs. Peter Wuebel and Mrs. T. L. Green, Jr.—and they're pictured just after they were awarded the top three prizes in last year's contest for the foods you see here. Your recipe may bring you the same exciting experience in 1951!



## YOU MAY WIN IN ANY OF 6 BAKING CLASSIFICATIONS

- 1 Breads**—yeast-raised or quick-bread recipes for bread, rolls, coffee cakes, biscuits, etc.
- 2 Cakes**—any method or type, such as standard cakes, quick-mix cakes, sponge and angel food cakes, miscellaneous-type cakes.
- 3 Pies**—one-crust pies, two-crust pies, tarts, etc.
- 4 Cookies**—drop, roll, refrigerator, foreign and novelty cookies, bars and squares.
- 5 Main Dishes**—meat pies, dumplings and any miscellaneous main course dishes.
- 6 Desserts**—puddings, shortcakes, cobblers, meringues, jelly rolls, etc.



# 3rd GRAND NATIONAL Baking Contest

recipes of all America...

**\$25,000 or any of the 772 great prizes!**

recipes, novelty recipes... or just plain everyday recipes that are favorites with you and your family—all have a chance to win big prizes.

*It's easy and fun to enter.* No need for any fancy writing. No jingles, no essays. Just enter one of your favorite recipes for cakes, pies, cookies, breads, one-dish meals or desserts.

*Recipes like these won before.* Former Grand Prize Winners include a cookie with a chocolate wafer baked inside... a pie with peanuts in the crust... a simple orange loaf cake. Your recipe may be the winner this year.

**Hurry!** Get started now. Your entry must be postmarked before midnight, October 15, 1951. Get out that favorite recipe—give it an interesting name. Get the rules and entry blank from your grocer's (or use coupon below). Get into Pillsbury's Best 3rd Grand National \$100,000 Recipe and Baking Contest. You yourself may be a winner in this most famous American homemaking event!

## Extra Prizes for Junior Bakers...

(Girls and Boys 12, but not 20 on July 1, 1951)

You Junior bakers can enter your favorite recipes, too. If you're among the 25 Junior Winners, you'll get a trip to New York for yourself (with an approved adult), and also get the wonderful prizes listed above.

**\$22,000 in Special JUNIOR PRIZES!**  
**229 Junior Prizes in All!**

(At right), Ruth Derousseau (age 17), \$5,000 first-prize winner in 1950 Junior Grand National, looks on happily as Art Linkletter and Arthur Godfrey sample her prize-winning cookies. You may have this year's junior prize-winning recipe right at YOUR finger tips.



# \$25,000 FIRST PRIZE!

**772 Prizes in All...**  
**Total Value Awards \$138,000**

To the 75 Senior Recipe Contest Winners and the 25 Junior Recipe Contest Winners—a trip to New York City and a two-day stay at the Waldorf-Astoria Hotel (at Pillsbury expense) in order to compete in the Grand Ballroom of the Waldorf in the Baking Contest, plus a cash prize of \$50 each.

The same trip will be provided at Pillsbury expense for one parent or approved adult for each of the 25 Junior prize winners.

To winners of Senior Baking Contest

**FIRST PRIZE.....\$25,000**  
**SECOND PRIZE.....\$10,000**  
**THIRD PRIZE.....\$ 4,000**

Six "Best of Class" awards

Breads.....\$1,000	Cookies.....\$1,000
Cakes.....\$1,000	Main Dishes.....\$1,000
Pies.....\$1,000	Desserts.....\$1,000

To winners of Junior Baking Contest

First prize.....\$5,000  
Second prize.....\$3,000  
Third prize.....\$1,000

To the 100 contestants in the Baking Contest at the Waldorf-Astoria

100 General Electric Stratoliner Push-button Ranges  
100 General Electric Mixers  
100 Samson Deluxe Folding Tables  
100 Samson Upholstered Folding Chairs

### BONUS CONTEST AWARDS OFFERED BY GENERAL ELECTRIC:

First-prize winner—Complete G-E All-Electric Kitchen: (includes Refrigerator, Electric Sink and Disposall, and Cabinets)

Second-prize winner—G-E Laundry: (includes Automatic Washer, Clothes Dryer, Flatplate Ironer, Water Heater)

Third-prize winner—G-E Electric Sink: (includes Automatic Dish Washer and Disposall)

Six "Best of Class" winners—Deluxe Wringer Washers

First-prize Junior contest winner—G-E Home Freezer: (11 cubic feet)

*Enter now! Your entry must be postmarked before midnight, October 15, 1951.*

**HURRY!** Enter Now.. Get Complete Rules and Entry Blank at Your Grocer's!  
(or mail handy coupon today!)

Pillsbury Recipe Contest, Dept. L, Box 1191  
Minneapolis, Minn.

Please send me complete Rules and Entry Blank for Pillsbury's Best 3rd Grand National \$100,000 Recipe and Baking Contest.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

NOTE: Request for rules and entry blank must be received on or before October 5, 1951. Rules and entry blank cannot be sent after that date. Contest closes October 15, 1951.



In 6 Seconds A  
Jet Plane Can  
Travel One Mile...  
But In Only

# TWO SECONDS

Bayer Aspirin  
Is Ready To Go  
To Work!



## MAKE THIS TEST!

To see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water, and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you have an ordinary headache, neuritic or neuralgic pain, you want *two* things. First, you want *fast* relief—and Bayer Aspirin gives it to you, because it's actually ready to go to work in *two seconds*.

Second, you want *dependable* relief. And Bayer Aspirin gives you this, too. You can take it with *utmost confidence* because its single active ingredient is not only so *remarkably effective* doctors prescribe it for pain relief, but is also so *wonderfully gentle* to the system, mothers give it even to small children on their doctors' advice.

Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

# BAYER ASPIRIN

So don't experiment with drugs that have not been proved by years of successful use. For the *two* things you want when you have a headache, neuritic or neuralgic pain—*fast* relief and *dependable* relief—use genuine Bayer Aspirin. Always ask for it by the name "Bayer" when you buy.

### NOW... BAYER ASPIRIN IN CHILDREN'S SIZE

New 2½ grain tablets (containing half the amount of regular size Bayer Aspirin tablets) provide proper children's dosage as prescribed by your doctor. They're neither flavored nor colored, so they cannot be mistaken for candy. 30 Tablets—25¢.

## LETTERS TO THE EDITORS

CONTINUED

### "BRIGHT VICTORY"

Sirs:

Your movie editor should give up embellishing his comments with literary references. In the article *Bright Victory* (LIFE, Sept. 3) he recalls Milton's poem, "On His Blindness," and says that the poet describes his lost eyesight as "that one talent which is death to hide." Milton's one talent referred to is his *ability to write poetry*, as is made clear by the following lines:

When I consider how my light is spent  
Ere half my days in this dark world and  
wide,  
And that one talent which is death to hide  
Lodged with me useless, though my soul  
more bent  
To serve therewith my Maker, and present  
My true account, lest He returning chide;  
"Dost God exact day-labour, light  
deny'd?"  
I fondly ask...

Milton's first reaction to his blindness is that in spite of the poetic genius God has seen fit to endow him with, God can hardly expect him to produce any more after he has become blind. But in his conclusion he falls back on faith: the ways of God are inscrutable to man, or, as he puts it:

... but patience to prevent  
That murmur, soon replies, "God doth  
not need  
Either man's work or his own gifts. Who  
best  
Bear his mild yoke, they serve him  
best..."  
They also serve who only stand and  
wait.

HOLBROOK DODGE

Narblehead, Mass.

Sirs:

"That one talent which is death to hide" refers to the biblical parable of the servant who was slain by his lord for burying the money entrusted to him instead of seeking to increase it. The talent, in Milton's case, was his great gift for creative writing which he felt was now "lodged with him useless" since he was sightless, helpless and dependent on others for even a correct rendition of his words.

JOAN BLALACK

Lexington, Pa.

Most scholars agree that the "talent" in question refers only to Milton's poetic genius. But some consider that "talent" is a dual symbol in this context referring to the poet's creative powers and to his eyesight, both of which he squandered from 1641 to 1653 writing prose in the service of Cromwell's party.—ED.

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# 1951's BIG SHAVING NEWS!

## New "Magnetized" MARLIN BLADES

Give Smoother, Longer-Lasting Shaves!



NEW Safti-Quik WRAPPER

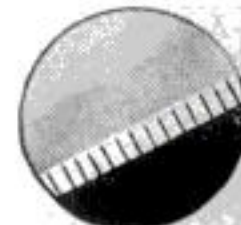
Fingers don't touch blade — just hook blade on razor and wrapper slides off!

Just imagine a razor blade that is "Magnetized" to give you the smoothest, most comfortable shaves you ever had! "Magnetized" to give you cleaner, easier shaves! "Magnetized" to give you shaving edges that stay sharp longer!

SEE HOW ROUGH the edges of an unmagnetized blade appear when seen under a microscope.



SEE HOW SMOOTH these edges look when "Magnetized"! Marlin's smoother edges mean that you get smoother, cleaner shaves.



It's the new "Magnetized" Marlin Razor Blade! Made by a spectacular new process that slicks up the edges... makes them incredibly sharp and smooth!

COMPARE this new Marlin Blade with blades costing even 3 times as much! Get "Magnetized" Marlin Blades today. Produced by the same high-quality, precision manufacturing methods that have made The Marlin Firearms Co. famous for fine guns since 1870. Single-edge blades also available at the same price.

# MARLIN Blades

12 for 25¢

27 for 50¢ — 60 for \$1.00



# General Electric Offers Bonus Awards

to Winners in Pillsbury's BEST 3<sup>RD</sup> Grand National \$100,000 Contest

## JUST LOOK AT THESE PRIZES!

- G-E All-Electric Kitchen
- G-E All-Electric Laundry
- G-E Automatic Dishwasher & Sink
- 6 G-E De Luxe Wringer Washers
- G-E 11-cu-ft Food Freezer
- 100 G-E "Speed Cooking" Ranges
- 100 G-E Electric Mixers

## IMPORTANT!

Every entrant in Pillsbury's Best 3rd Grand National Recipe and Baking Contest can qualify for these wonderful General Electric Bonus Prizes! Visit your G-E major appliance retailer today for all details, and register. Or write General Electric Company, Bridgeport 2, Connecticut.

## 100 Finalists To Be Awarded G-E Electric Ranges!

### De Luxe "Stratoliner" Model with Push-Button Controls!

Oh, you lucky finalists—all 100 of you! You'll have the joys of G-E "Speed Cooking"—just by pushing buttons! The famous G-E Tripl-Oven (3 ovens in 1); Built-in Pressure Cooker; Automatic Oven Timer; Tel-A-Cook Lights with push-button controls, a button for each cooking speed!



## 100 Finalists To Be Awarded G-E Triple-Whip Mixers!

General Electric Triple-Whip Mixer has 3 beaters for fast, thorough mixing. It features a juicer, built-in light, and speed selector. Every Pillsbury Baking Contest Finalist gets one.



**To 1<sup>ST</sup> PRIZE WINNER! G-E All-Electric Kitchen!** Completely equipped with appliances to match the G-E Electric Range awarded to each of the 100 finalists in the baking contest! Includes G-E Space Maker Refrigerator; G-E Automatic Dishwasher & Sink; G-E Disposall® and beautiful G-E Steel Cabinets.\*



### To 2<sup>ND</sup> PRIZE WINNER! G-E All-Electric Laundry!

G-E Automatic Washer washes, rinses, spin-dries—at the touch of dial. G-E Dryer fluff-dries clothes in minutes. Flatplate Ironer cuts ironing time way down. G-E Water Heater for plenty of hot water.\*

\*G. E. will plan and pay for the installation of these G-E appliances in existing kitchen or laundry space in a private house.



### To 3<sup>RD</sup> PRIZE WINNER! G-E Automatic Dishwasher & Sink!

Automatically double-washes and double-rinses and dries dishes. Complete with modern sink and G-E Disposall®, the wonder appliance that gets rid of food waste electrically.\*



**To 6 "Best of Class" Winners! G-E De Luxe Wringer Washers!** G-E Activator® washing action puts clothes through 3 distinct washing zones . . . light, medium, vigorous. Has Adjustable Timer.

**To 1st Prize Winner Junior Baking Contest!** G-E 11-cu-ft Food Freezer! Spacious! Holds up to 389 lbs of frozen foods. Has the same sealed refrigerating system as that used in G-E Refrigerators.



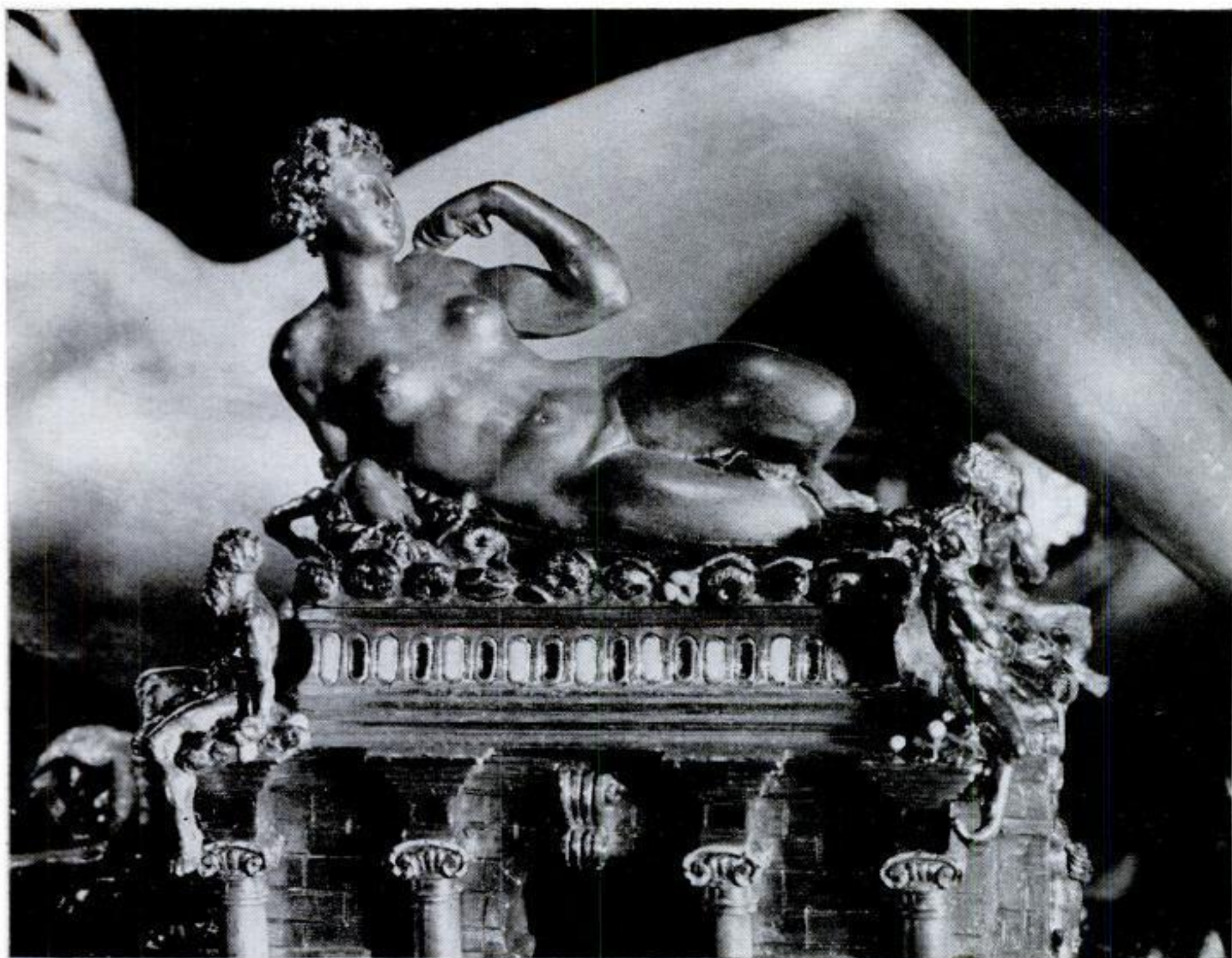
GENERAL  ELECTRIC





**GODS OF GOLD** symbolize earth and sea on saltcellar. Neptune (*right*), the sea god, leaning on sea horses who swim through blue enameled waves, holds his trident over container for salt, product of the ocean. Facing him is the earth goddess Tellus, reclining beside tiny temple which holds pepper, product of the earth.



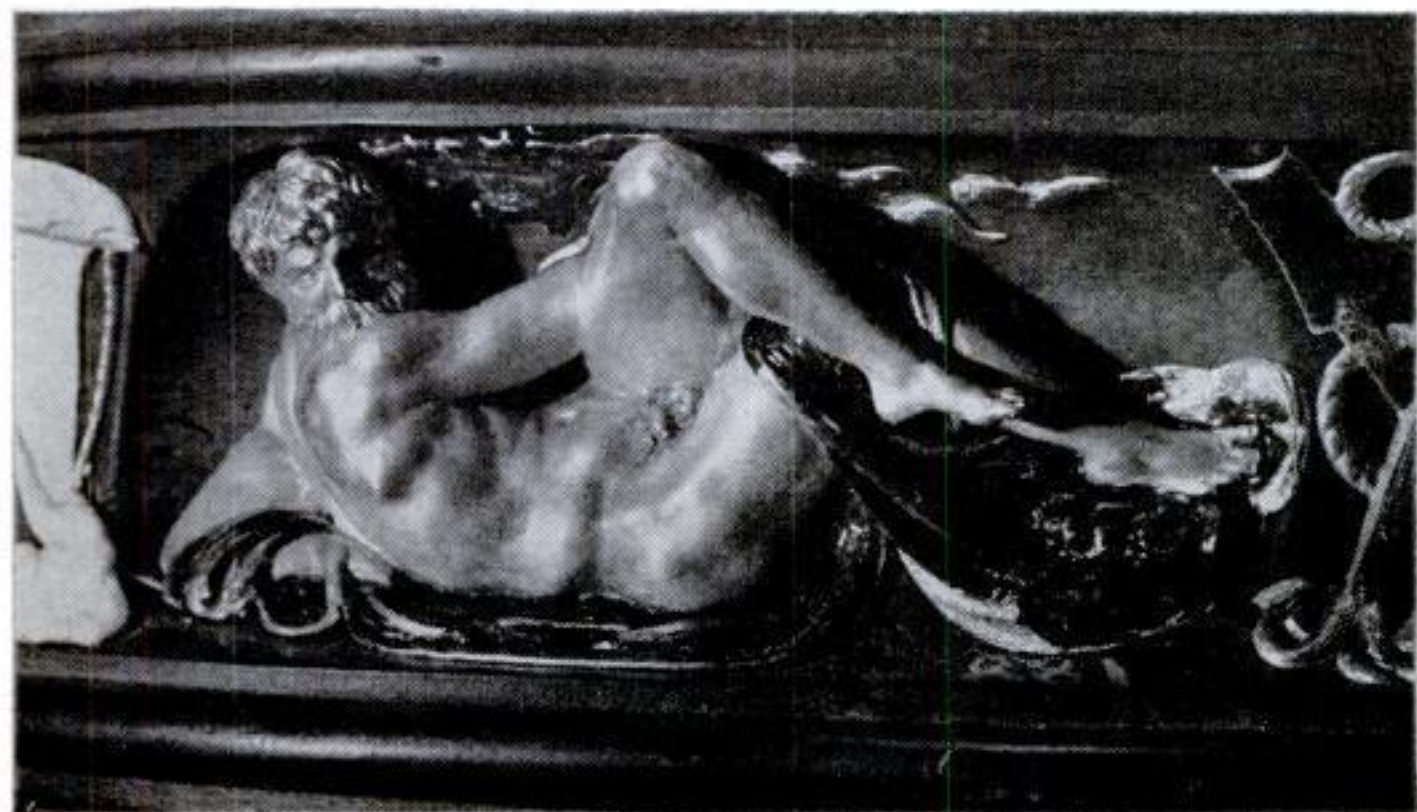


## SPEAKING OF PICTURES . . .

. . . These were all made around one Cellini saltcellar

The most celebrated goldsmith of the Renaissance was Benvenuto Cellini, a swaggering scapegrace from Florence whose affinity for weapons and wenches, as related in his *Autobiography*, was as famous as his talent for art. Yet the only known gold work by Cellini which exists today is the elaborate saltcellar on the opposite page. And even this was saved only at the 11th hour from the melting furnace where countless other works of gold were sent by owners who needed quick currency for a war or a dowry.

The saltcellar was made for Francis I, King of France, who in 1540 summoned Cellini from Italy, equipped him with a castle for his workshop and commissioned him to make some ornaments for the royal table. Cellini set to work with chisel and hammer and, using his French mistress for model, fashioned the languorous figure of Tellus, goddess of earth, and Neptune, the sea god. Around the base he carved sea horses, figures symbolizing the winds (*right*) and the times of day (*below*). On the pepper holder he placed a nymph (*above*) and on the salt basin a glowering mask (*top right*). But after Francis' death his successors earmarked the saltcellar for the ovens. A court treasurer rescued it and a few years later it was presented as a gift to the Habsburgs. Along with other metal masterpieces (*following pages*) once owned by the Habsburgs, it is now part of the Vienna collections (*LIFE*, Oct. 24, 1949) which are winding up a two-year tour of the U.S.





## BASIN WITH CUPID, KINGS, CONTINENTS

Prime collector of the Habsburg family was the Emperor Rudolph II, who lived in the late 16th Century. Rudolph filled his castle at Prague with glass blowers, painters and craftsmen of every kind and sent his agents all over Europe to buy up treasures like this silver-gilt basin which was made in Nürnberg by Christoph Jamnitzer. The center of the basin, which is 25 inches long, is decorated with a gala triumphal procession in which Cupid, the conqueror, rides jubilantly in a chariot while his victims, the kings and heroes of legend, march in chains below. At the corners of the basin sit four figures representing four continents, around the rim are scenes from classical mythology.









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**LASTS** **14%** **LONGER**



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**SALTCELLAR** CONTINUED



## ARMOR WITH FEATS OF HERCULES

The Archduke Ferdinand of Tyrol, to whom the Cellini saltcellar was given by Charles IX of France, was particularly addicted to collecting the armor of famous warriors and kings whom he constantly badgered with letters requesting their military trappings. This ornate helmet and suit of armor belonged to his brother, Emperor Maximilian II. Made around 1565, it was embossed by an Antwerp goldsmith with floral scrolls, lions, serpents and decorative scenes depicting the labors of Hercules. It was designed to be worn in parades, not on battlefields.





SENSATIONAL GET-ACQUAINTED OFFER! CLIP VALUABLE COUPON NOW!



# WE'LL PAY YOU 25¢ TO TRY Reddi-wip!

The Whipped Cream Sensation that Glorifies All Your Desserts  
—At the Touch of a Finger!

Here's a really sensational opportunity—available to every housewife in America for a limited time only! A chance to get acquainted with Reddi-wip—the greatest "dessert magic" ever—and GET PAID 25¢ IN CASH in the bargain!

Why do we make this unheard-of offer? Because we know that once you discover Reddi-wip, you'll never want to be without it in your refrigerator again. Like millions of women, you'll want to use Reddi-wip every single day to glamorize all your desserts from puddings and gelatins—to ice cream, cakes and pies.

#### SAVES WORK—SAVES MONEY!

Reddi-wip is made with fresh, rich cream—WHIPS ITSELF at the touch of a finger! Just press the magic spout—and out swirls a mound of delicious cream, sweetened just right, whipped automatically to your order! No waste—no leftovers. No bowl or beater to wash!

Reddi-wip is economical, too. Dozens of delicious servings in every handy, throw-away container. Stays fresh in your refrigerator for days.

But the big thing is the way Reddi-wip glorifies even the simplest dessert in 10 seconds—saves you work and time. Transforms fruit, cupcakes, custards—even lowest cost desserts—into mouth-watering "company treats!"

Remember, there is only one Reddi-wip made with pure, rich cream, the special Reddi-wip way. And protected right to your table with the Reddi-wip red plastic "lock-tab"—to insure purity and wholesomeness!

#### LIMITED OFFER!—ACT QUICKLY!

This amazing offer to pay you 25¢ in cash for trying Reddi-wip is strictly limited—and cannot be repeated. So don't miss out! Clip the coupon now—get your can of Reddi-wip from your grocer or your milkman today!



Reddi-wip adds a glamor-touch to chocolate and pumpkin pies. Wonderful on apple pie, too. Try it for a new "a la mode" treat.

Reddi-wip is a "natural" on cakes of every kind. Gives an intriguing "party look" to inexpensive plain cakes, cupcakes and gingerbread.



RED PLASTIC "LOCK-TAB"  
BRINGS YOU CASH! ENCLOSE  
WITH COUPON—YOU GET  
A SILVER QUARTER!

#### HOW TO GET 25¢

1. Break "lock-tab" from Reddi-wip can.
2. Fill in all blanks on coupon →
3. Enclose both coupon and "lock-tab" in an envelope.
4. Mail envelope to:—  
REDDI-WIP, Inc., BOX  
612, ST. LOUIS, MO.

GET REDDI-WIP FROM  
YOUR GROCER OR MILKMAN

© REDDI-WIP, INC., ST. LOUIS, MO.

#### VALUABLE COUPON! CLIP NOW!

NOT GOOD AT STORES—VOID AFTER OCTOBER 15, 1951

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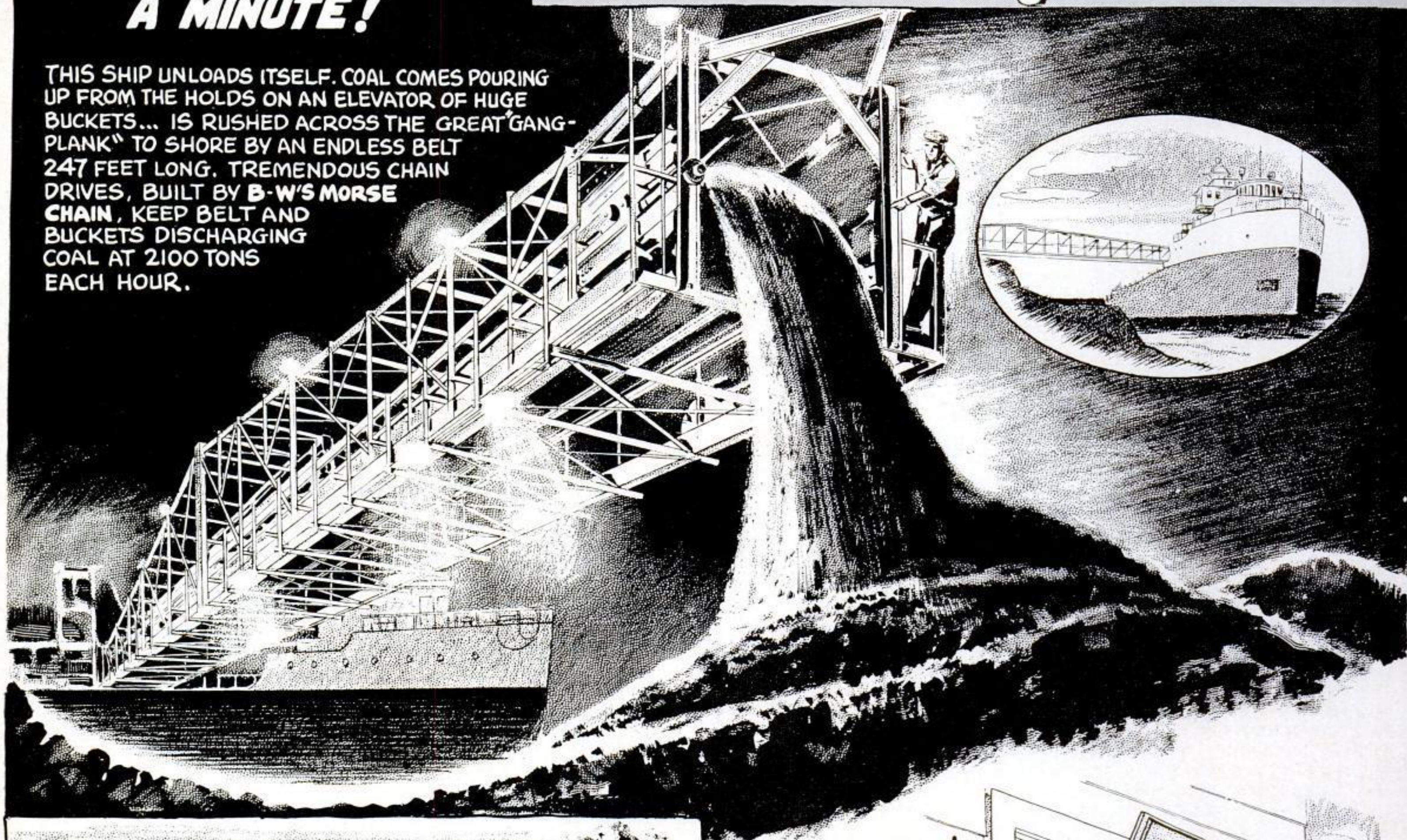
MAIL TO: Reddi-wip, Inc., Box 612, St. Louis, Mo.—together with red plastic "lock-tab" from can of Reddi-wip. You will receive 25¢ in cash by return mail. Offer good only in Continental United States.



**FROM BELOW  
THE WATER LINE--  
35 TONS OF COAL  
A MINUTE!**

THIS SHIP UNLOADS ITSELF. COAL COMES POURING UP FROM THE HOLDS ON AN ELEVATOR OF HUGE BUCKETS... IS RUSHED ACROSS THE GREAT "GANG-PLANK" TO SHORE BY AN ENDLESS BELT 247 FEET LONG. TREMENDOUS CHAIN DRIVES, BUILT BY B-W'S MORSE CHAIN, KEEP BELT AND BUCKETS DISCHARGING COAL AT 2100 TONS EACH HOUR.

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**30% LESS GAS CAN TAKE YOU JUST AS FAR!**

OVER 4 MILLION CAR OWNERS ACHIEVE IMPORTANT GAS SAVING DAILY WITH FAMOUS B-W OVERDRIVE. THIS DEVICE AUTOMATICALLY CUTS ENGINE REVOLUTIONS 30% AT CRUISING SPEEDS. SO, IF YOU DRIVE 30, THE ENGINE DOES 21. DRIVE 60 - IT DOES ONLY 42. BUILT BY B-W'S WARNER GEAR, THIS IS THE OVER-DRIVE OFFERED IN 10 LEADING MAKES OF NEW CARS.

**ONE  
INSTALLATION  
FIGHTS BOTH  
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HEAT!**

ONCE THESE B-W INGERSOLL COMBINATION WINDOWS HAVE BEEN INSTALLED, A HOME IS READY FOR ANY SEASON IN A MATTER OF MINUTES. IN SUMMER, THE GLASS PANELS ARE REPLACED FROM THE INSIDE BY FAMOUS KOOLSHADE, THE ONLY SCREEN THAT SHUTS OUT HEAT IT DEFLECTS HOT SUN TO KEEP ROOMS AS MUCH AS 15 DEGREES COOLER... BLOCKS INSECTS, BUT NOT THE BREEZE OR VIEW.



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IN ALL ARE MADE BY**

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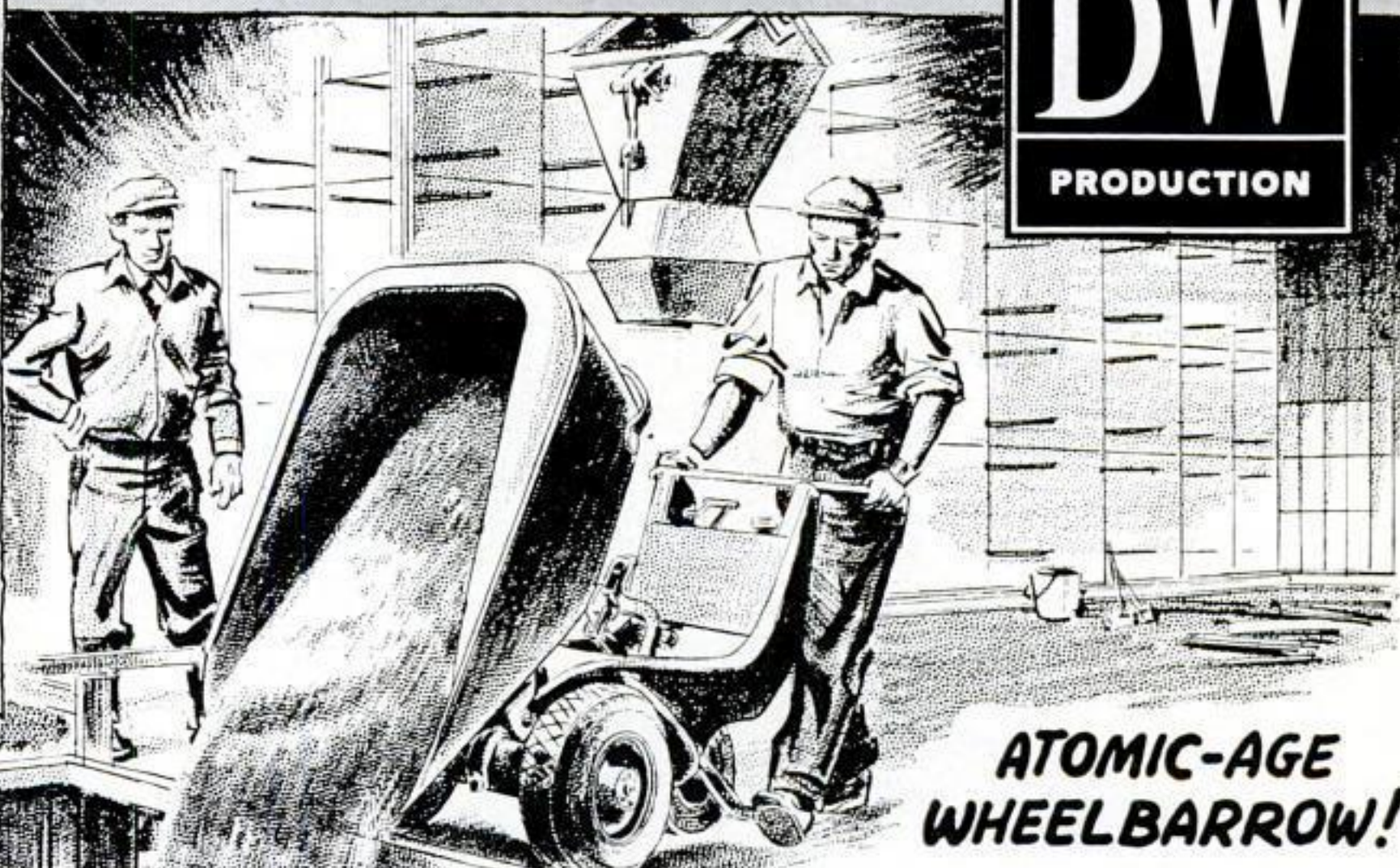
**B-W**

PRODUCTION

DELIVERING THE PUSH IN PUSHLESS  
WHEELBARROWS... PROVIDING  
"MATCHLESS" CONVENIENCE FOR GAS  
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IN SO MANY WAYS, B-W SKILL AND INGENUITY TOUCH THE LIFE  
OF ALMOST EVERY AMERICAN EVERY DAY.\*

\*FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN  
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EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH  
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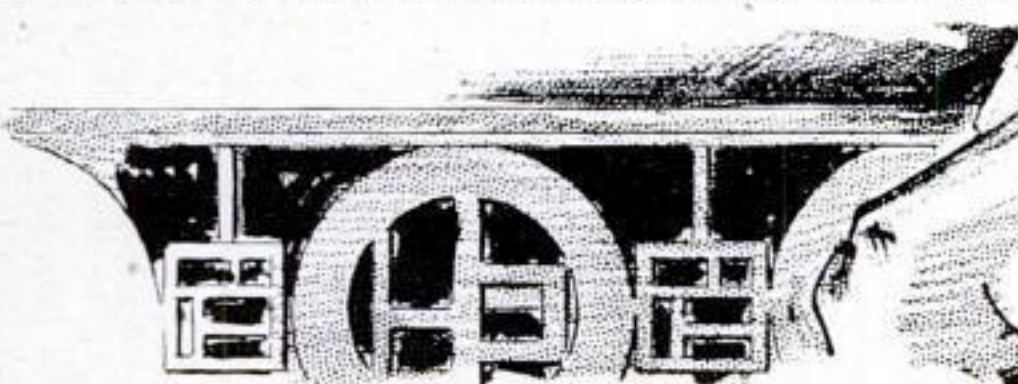


**ATOMIC-AGE  
WHEELBARROW!**

IT NEEDS NO LIFTING, NO PUSHING... THIS NEW-TYPE  
WHEELBARROW THAT IS HELPING TO SPEED CONSTRUCTION  
ON AMERICA'S LATEST ATOMIC ENERGY PLANT.  
SELF-PROPELLED, IT LETS ONE MAN HANDLE 4-MAN LOADS.  
FULL POWER, EVEN ON ROUGH GROUND AND STEEP  
SLOPES, IS ASSURED BY A SELF-ADJUSTING CLUTCH  
SPECIALLY DESIGNED BY B-W'S ROCKFORD CLUTCH.

**A GOOD  
SPANKING  
MAKES  
BETTER BEANS!**

IN SOME OF THE  
NEWEST THRESHING MACHINES,  
WHIRLING STEEL HANDS THAT "SPANK" SOYBEANS  
FROM THEIR PODS NOW ARE GLOVED WITH RUBBER.  
PERMANENTLY VULCANIZED TO THE METAL WITH TY-PLY, A  
REMARKABLE ADHESIVE FROM B-W'S MARBON, THIS RUBBER  
CUSHIONS THE SPANKING AND PRACTICALLY ELIMINATES  
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**NEWEST THING IN STOVES -  
200 B.C.**

"MAY IT PLEASE YOUR LORDS," READS THE  
INSCRIPTION ON THIS ANCIENT CHINESE STOVE  
OF CAST IRON. IT IS AN OUTSTANDING EXAMPLE  
OF CRAFTSMANSHIP IN THE HAN DYNASTY.  
TODAY'S GREAT ACHIEVEMENT IN STOVES IS THE  
B-W NORGE GAS RANGE. IT REQUIRES NO  
MATCHES OR PILOT FLAME TO OPERATE. AT  
THE TOUCH OF A BUTTON, ELECTRICITY LIGHTS  
THE GAS.



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You'll both be glad—through all your years together—that her ring bears the trusted name *Artcarved*. *Artcarved* diamonds are new diamonds—never before worn. And they give you finer value at less cost because they are not only cut to the high standards established in *Artcarved's* own cutting plant, but also selected and mounted in rings made by *Artcarved's* own craftsmen. Each ring is registered and guaranteed; prices are nationally established. Whether you choose an *Artcarved* Diamond Ring or an *Artcarved-Woodcrest* Diamond Ring, you can be sure you are getting the finest value for your money. For your protection, look for the names *Artcarved* or *Woodcrest* in the ring, on the tag.

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Engagement rings also available from \$75 to \$5,000.

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FROM AN ORIGINAL PORTRAIT BY JOHN SINGER SARGENT

## *He worked in darkness to spread the light*

THE OLD PRESSES are silent now, and the gaudy gold dome of the *World* building isn't as shiny as it used to be. But if there's a place where great newspapermen go when they die, Joseph Pulitzer is there, rattling out a memo a minute, barking over and over at his reporters: "Accuracy! Fair play! Moral courage! Accuracy!"

Joe Pulitzer was just seventeen when he left Hungary for the United States—a big, gangling, hungry, uncomfortable, supercharged kid with a mind like a reservoir waiting for rain. He read the big book of his chosen country in a hard school—as a cavalryman in the Civil War, a penniless veteran on a park bench, a stoker on a ferryboat, a stevedore on the Mississippi levees. He ate when he could and slept when he had to, but most of the time he just gulped for knowledge. He was a kid who wanted to know all about everything.

One day he drifted into a job as a reporter on a St. Louis paper. And that wonderful thing happened which takes place when a genius suddenly finds the right button to push. Joe Pulitzer with his half-grown English, his hungry, driving mind, his need to know and tell all, was a born-great newspaperman.

So nothing could stop him. Soon he owned the *Post-Dispatch* in St. Louis and a paper in New York—the *World*, which many old newspapermen will tell you was the nearest thing to a human soul that ever came out of a linotype machine. And still

Joseph Pulitzer ate when he could and slept when he had to, and spent most of his time inspiring his newsmen with a vast excitement, a gruff and beautiful dedication to the cause of letting people know.

Suddenly he went blind. Suddenly the man whose greatness was to see everything could see nothing. And still, for twenty more years, he went on as if nothing had happened, a torch consuming itself for others to read by.

There's a school of journalism that bears Joseph Pulitzer's name, and a priceless collection of paintings which he gave to a museum so that others might see what he could not. And there are prizes he wanted given every year to American writers who are really trying. But the real legacy Joseph Pulitzer left us is something more than these.

It's a conscience stirring in the pages of this country's good newspapers. It's a touch of starch in the backbone of a young reporter as he goes out to question the high and mighty. It's a voice reminding everybody whose business is news: "You are the eyes of the people. Pry into the dark corners. Turn on the lights. The people have a right to know."

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## LIFE'S REPORTS



LA PAZ NATIVE SHUFFLES BY REELING NEWCOMER

# CLOUD-CUCKOO LAND

Headaches, exploding bottles, "pregnant men" plague city of La Paz, Bolivia (alt. 12,400)

by SAM BOAL

One day last week, as on nearly every other day, an unsuspecting tourist stepped off a plane in La Paz, Bolivia. He was hardly off the runway before he began to experience the following discomforts: his head began to ache; he grew nauseated; it was all he could do to huff up a short flight of stairs. Quite understandably, he wondered if he had gone mad.

In a sense he had done just that. In the same sense so has nearly everyone else in town. No, perhaps not everyone—not those whose stubborn immunity to the local malaise enrages all sufferers. But what first-time visitor to La Paz, the altitude-happy, biggest city of Bolivia, can arrive with any guarantee of being lucky? At 10,000 feet the U.S. Air Force requires its pilots to put on oxygen masks. Yet La Paz, a city of 321,000 people, is 12,400 feet high. It is the loftiest big city in the world. The traveler to La Paz has been breathing oxygen through a mask while in the plane. Stepping into the rarefied atmosphere—the airport rises to 13,400 feet—is like taking a stiff drink. It is about the equivalent of one and a half very dry Martinis. The visitor feels giddy. Perhaps he does not notice it, but he has already begun the lazy "La Paz Shuffle." He definitely notices that he is beginning to feel deliciously drowsy.

These sensations are not necessarily unpleasant, but in any case they will not persist. Distress comes fast, and for a man it takes a most unusual form. He gets the symptoms commonly attributed to expectant mothers. He flies into preposterous rages. Though he feels overtired, he finds it difficult to sleep, and when sleep does come it is fretful and unrewarding. His appetite may disappear. On the other hand he may suddenly be gripped by violent cravings for strange foods. The visitor's mind becomes leaden and his memory lags. His tongue, nimble with the first exhilaration of altitude, is now slow. His feet are cold. The annoyance is heightened by the bitter knowledge that there is not a thing he can do about his troubles. Until his body can adapt itself to altitude, a process which usually takes about six weeks, he has to wait it out. He is an embattled figure, a man harassed by mild malaise. As such, he may soon fall into a lethargy of self-pity.

Given the necessary time, however, he usually can adapt. For the most part he is as well off as a "normal" Bolivian. But normalcy in La Paz is relative. There are still several things that the visitor cannot do. He still cannot walk at a brisk pace, and he is unable to undertake any exercise more violent than dancing. His wits return but his memory

CONTINUED ON NEXT PAGE

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*James Warner Bellah*  
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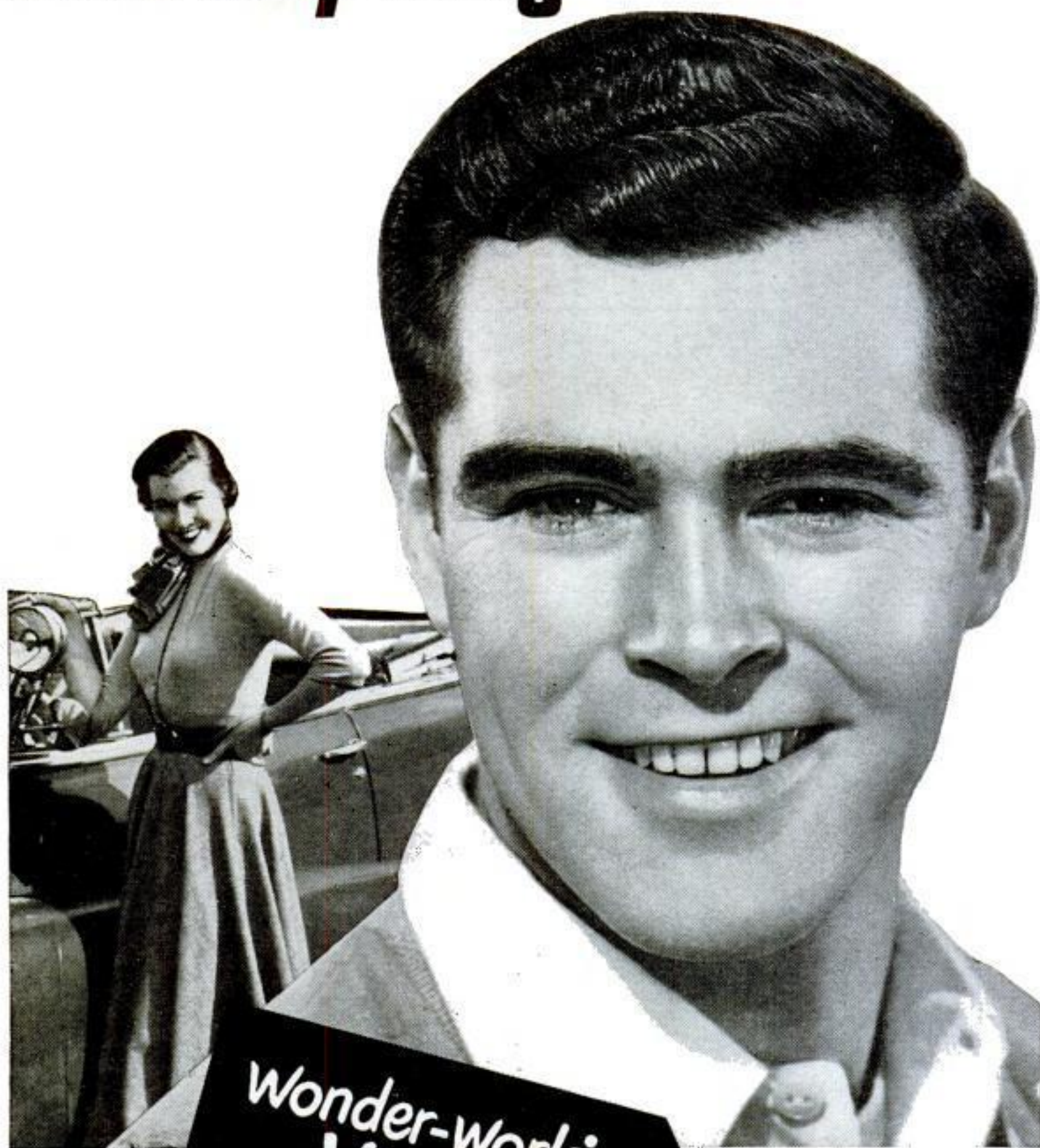


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## LIFE'S REPORTS CONTINUED

continues its freakish behavior. And he discovers that he can't drink very much.

There is a standard joke in La Paz which residents always dust off for the visitors: "For heaven's sake, don't open the whisky when the children are in the room. The fumes will get them drunk." It is not quite that bad, but the effect of alcohol at La Paz's altitude is sometimes extraordinary. In the first place, any drinking party there literally starts off with a bang. Because the liquor is bottled at lower altitudes, a fifth of Scotch opens



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with a pop, a magnum of champagne with a thunderous roar. As the drinks go round, the effects are felt quickly. The man who can hold his liquor at sea level loses his capacity at altitude. He does nothing particularly shocking; he simply passes out, struck down by a blow he never felt.

Sooner or later, however, local afflictions are cured by local remedies, and La Paz is no exception. The cure for this forlorn situation lies in the rumba, the samba and the conga.

The medicinal effects of a hot Bolivian samba on someone who has been drinking are startling. In La Paz men and women who hate to dance gladly submit to the bone-breaking rites of the conga line. They have learned that the price of a few drinks is the conga or a coma. Indeed, there are several aggregations of rumba fiends who can be hired for private parties just to keep the guests from slumping into little piles around the living room.

The most striking aspect of life at altitude is that the people seem to think slowly and forget quickly. In the U.S., sometimes the secretary forgets to mail the important letter. In Bolivia she forgets to type it; or perhaps the boss forgets to dictate it; even if both remember, the secretary forgets to return from lunch. So commerce takes on a dreamy aspect, with salesmen sometimes forgetting to take orders or farmers omitting the delivery of oranges to the market because they forgot to pick them. Thus it is that most businessmen go around with their pockets stuffed with tiny notes addressed to

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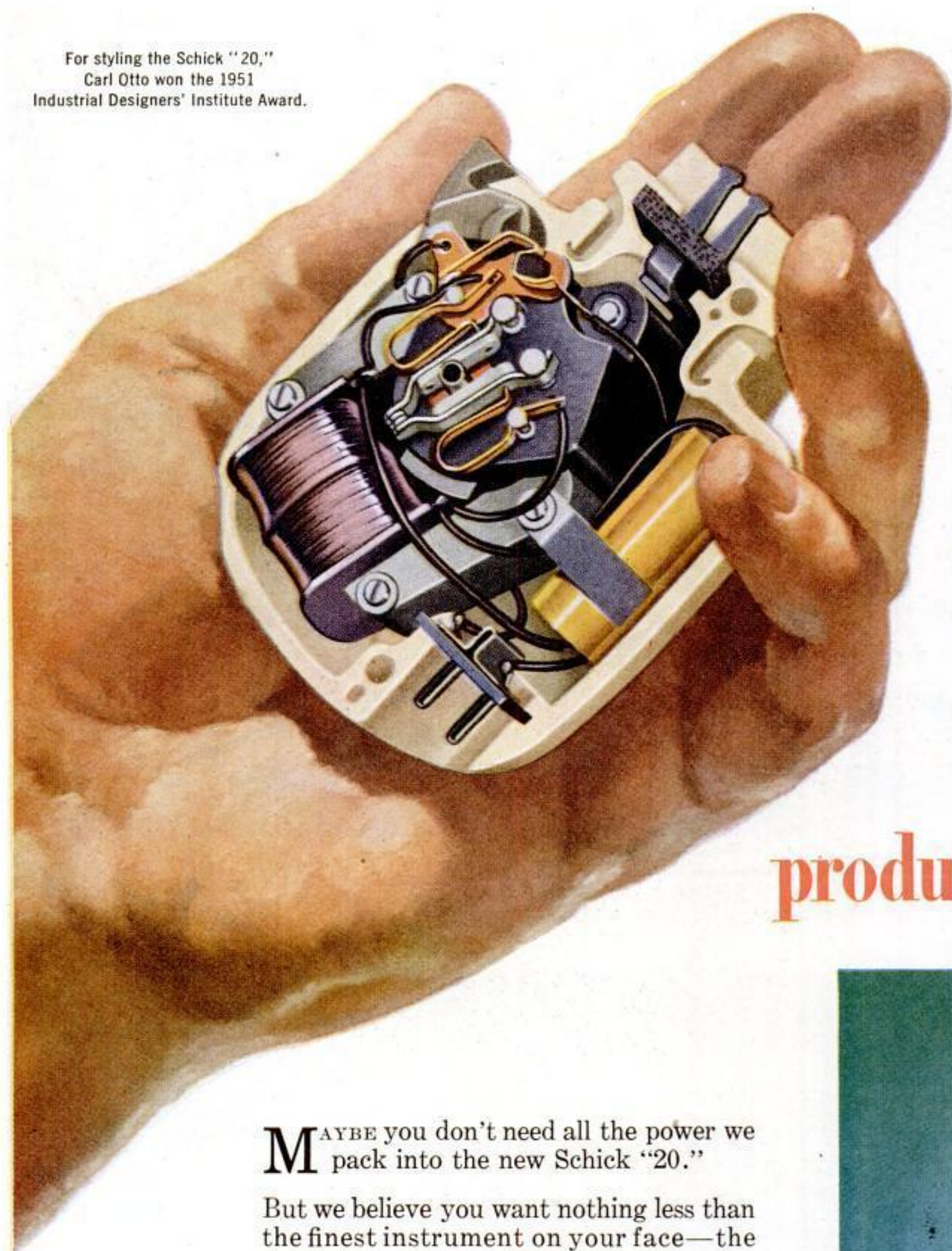


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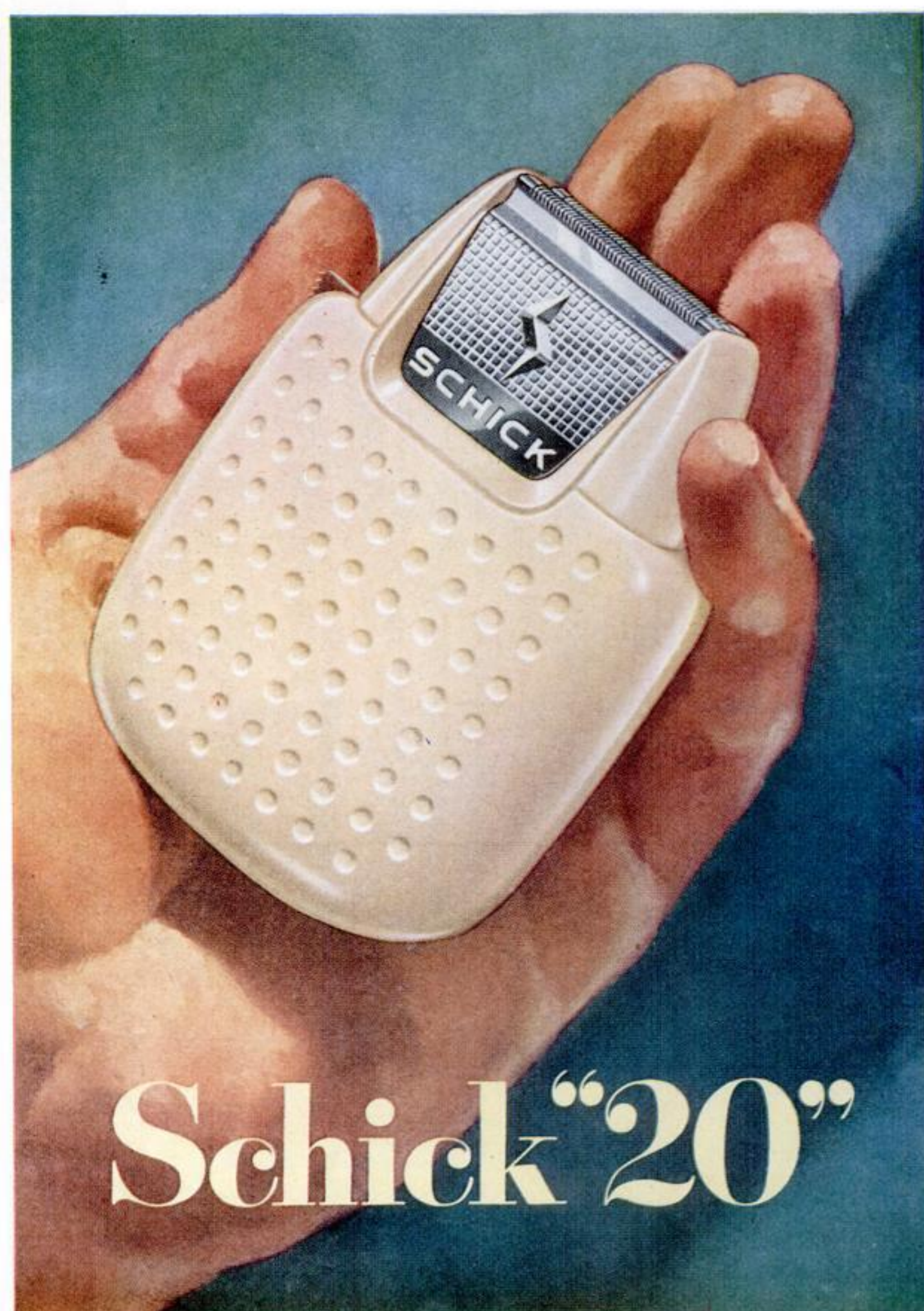
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## LIFE'S REPORTS CONTINUED

themselves. "Don't forget tin deal," one might read. Or, "Remember you were going to bawl out sec'y again for not remembering."

Many of the curious things which happen to human beings at high altitude are psychological, but they all spring from one physiological fact: the man gripped by altitude sickness is, in a sense, suffocating. He is not suffocating to death; this would be violent and sudden. Nor is he panting. His rate of breathing is very little increased if at all. Yet though his lungs do not seem to be hungry for air, his tissues are, especially the tissues of the brain.

There is nothing odd about air at altitude except that there is less of it. Its physical components are exactly those of sea level air. The trouble is that the density of the air around La Paz is about 70% of the density of air at sea level. This means that, breath for breath, people from sea level are getting only three fourths of the oxygen they are used to. This is what gives the visitor such weird sensations.

Oxygen is distributed to the various parts of the human body by the red corpuscles of the blood which carry it from the lungs to wherever it is to be utilized. Within a few weeks these red corpuscles increase on an average of 15%. This helps, and in fact makes life bearable. But it does not completely make up for the thinness of the air at altitude, and even when the visitor is "adapted" his body is still ravenous for more air. This continuing hunger is what produces the strange manifestations of life.

As one goes to even higher altitudes than La Paz, to the tin mines on which the entire economy of Bolivia rests, other functions are retarded. A non-Indian supervisor of the tin mines, at 18,000 feet, can stay in the mines only a day or two at a time. After that he fumbles his work and walks about stupefied. At the end of the day he remains in his office when everybody else goes home, and there he sits, staring blankly at the silent walls. His servant then comes and leads him home.

One of the world's greatest authorities on the effects of altitude is Dr. Alberto Hurtado, director of the medical department of Panagra, the South American airline owned by the W. R. Grace Company and Pan American World Airways. Panagra flies regularly at altitudes greater than those of airlines in other parts of the world, so Dr. Hurtado has been studying these wacky phenomena for years. Dr. Hurtado agrees with previous findings that altitude has a definite effect on the fertility of people not born in the heights. It

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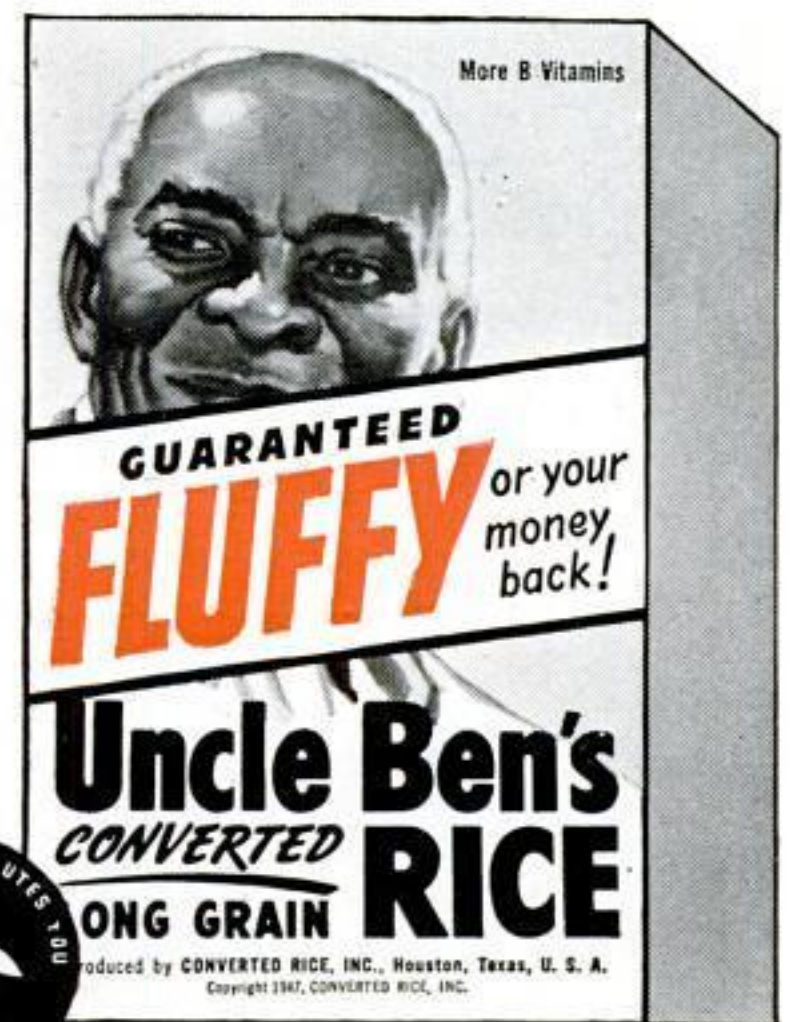
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### LIFE'S REPORTS CONTINUED

appears to diminish remarkably. Anyone in Lima, Peru, which is near sea level, who is traveling to La Paz is sure to be told that once he gets there he will lose all interest, at least temporarily, in the opposite sex. It is a question which is obviously difficult to answer scientifically, but everyone in South America makes lame jokes on the subject.

Although man can generally adapt himself to high altitudes, not all animals can. Cats, for example, die before they can become accustomed to the altitude. This would seem to pose a rather nasty problem for Bolivians, since rats and mice can survive at altitude and might be expected to take over. Fortunately there is the local balance. Altitude affects the fertility of rats and mice so that their litters sometimes contain only one offspring.

The short-term visitor may be beset by headaches, nose bleeds, pregnancy symptoms and cold feet, but he has a compensation in which the Bolivian cannot share: the visitor can always go back down to normal again. The effect is a tremendous sense of well-being, a huge appetite and an ability to sleep like a baby for a whole day. Not so for the man born in the mountains. Medical research into the opposite of altitude sickness is even sketchier than research into the disease itself. But evidently the mountain man who goes down to the lowlands experiences many of the same symptoms. The hot, humid weather bothers him too. And he tends to get tuberculosis. Every year some 100,000 mountain men go down to the lowlands looking for agricultural work. By three months' time virtually all of them are back on the mountain tops again. Life at 12,500 feet may be slightly cuckoo, and the mountain man may long for a land where people remember things, a man can drink standing up and the cats outnumber the rats. But the only place left for him is La Paz, the wacky city in the clouds.



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### LIFE'S COVER

Gene Tierney, in Europe on an extended summer vacation, arrived in Venice to attend a cinema festival just a few days before Don Carlos de Beistegui's palace warming (pp. 173-178). When the millionaire host heard that the actress was in town, he graciously gave her a last-minute invitation. Miss Tierney, pleased but unprepared, dashed out and rented—for \$14—the outfit she is wearing on LIFE's cover. Dressed in a peppermint striped peasant costume, equipped with a basket of real vegetables, surrounded by bewigged escorts and carrying an anachronistic cigaret, the beautiful film star found the ball "wonderfully, incredibly fabulous."

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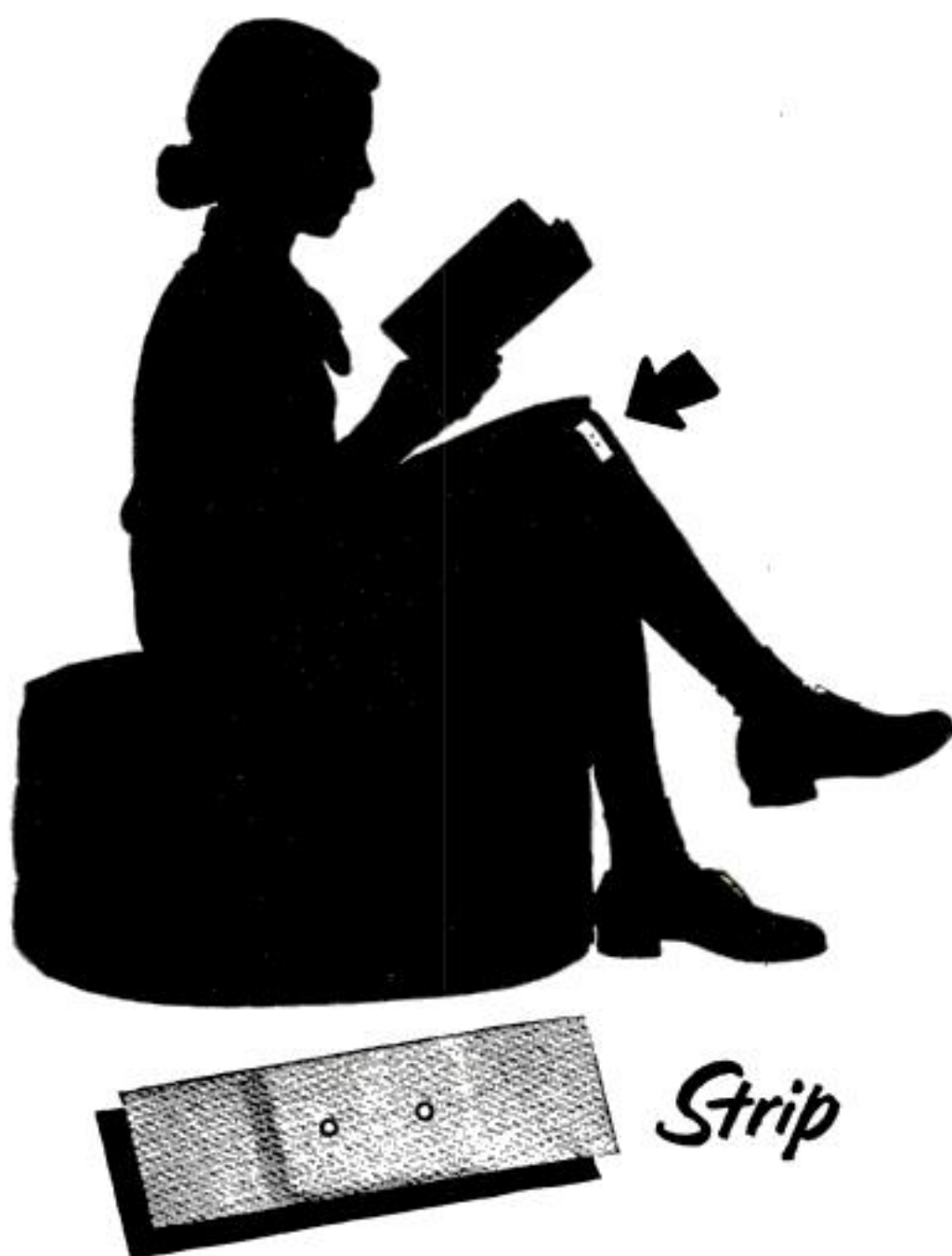
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# 3 shapes! 3 sizes! All flesh-colored!

## New BAND-AID\* ELASTIC DRESSINGS!

Big news for little injuries! 3 new *elastic* dressings that stay in place without binding! You can bend, twist, turn because these new BAND-AID\* Dressings *stretch* when you move! They come in 3 different shapes and sizes, fit anywhere! Be sure to try all three!



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### 1. Stretches with knees and elbows!

BAND-AID\* Strip Dressing brings wonderful new comfort to injured joints! Lets them move freely, without binding. Stays put on hard-to-bandage places like knees, elbows, knuckles. Adjusts easily to every movement! Familiar oblong shape.



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### 2. Shapes itself to hands and heels!

BAND-AID\* Patch Dressing seals around the edge to keep out dirt and moisture! So perfect for hard-to-bandage injuries like boils, blisters and scalp wounds! So convenient for hard-to-bandage places like hands and heels!



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### 3. Inconspicuous on arm or face!

BAND-AID\* Spot Dressing is a circle so small, it fits into a baby's palm! Flesh-colored like the others, Spot Dressing is a new kind of protection for tiny injuries on face, neck, shoulder, knuckle. Seals all around, scarcely shows!



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DRESSING**

*Patch & Spot Dressings packed together in new, flat box*

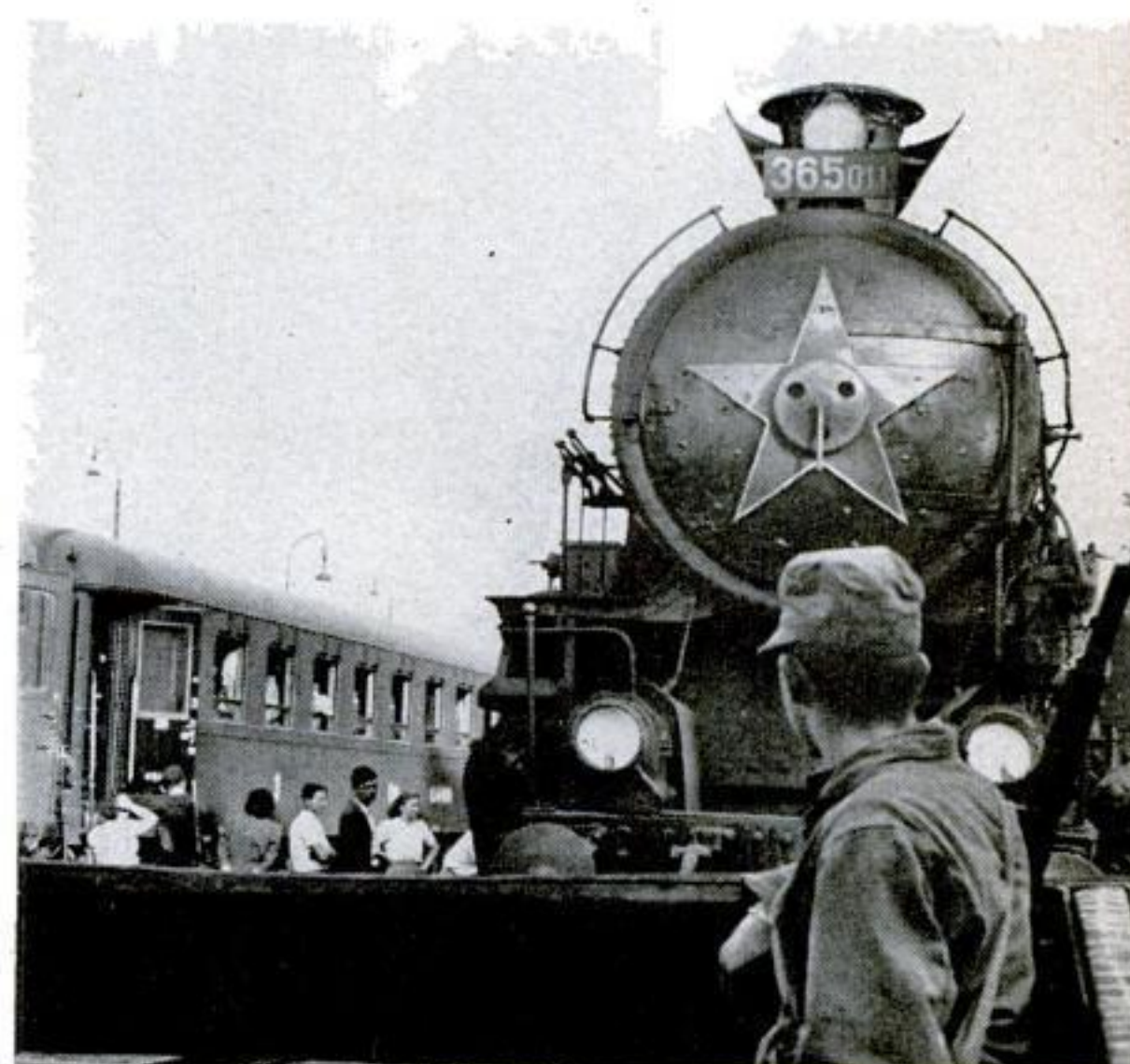
#### All 3 have these advantages . . .

- They fit better because they stretch
- More comfortable
- Stay put without binding
- Individually wrapped
- 100% sterile
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- Flesh-colored, inconspicuous

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**Johnson & Johnson**





ENGINE (RIGHT) AND CARS (LEFT) ARE GUARDED

## A RED TRAIN JUMPS OFF PARTY LINE

When Conductor August Beb, a conscientious workman and a loyal Communist, glanced out the open baggage car he knew something was wrong. Instead of slowing for the Czechoslovak-German border town of Asch, last stop on his four-hour run from Prague, he found that his train was suddenly picking up speed. It clattered past the station and rattled through a crowded freight yard. Swirling cinders blinded Beb as he groped for the emergency cord. He pulled it. Nothing happened. Frantically he tried to turn the hand brake but by then the train, speeding wildly along the curved single track, had careened across the frontier. Then, there was a loud crash as the baggage car banged against the coach ahead, a long *wheeeeeee* from the whistle and the train jolted to a stop. Along with 107 other Czech passengers and trainmen, Conductor Beb scrambled out to find that they had been delivered into the hands of the U.S. Army in West Germany.

To U.S. occupation troops the arrival of a red-starred locomotive was as great a surprise as to Beb. Since the beginning of the cold war not a passenger train had crossed the Iron Curtain over this track. But now in the village of Wildenau, just over the border from Czechoslovakia's hills, stood the runaway Red train. It clanged its bell, blew off steam and seemed happily prepared to stay forever. How it got there (*next page*) was a story to embarrass the Communists and delight all freedom-loving Czechs.



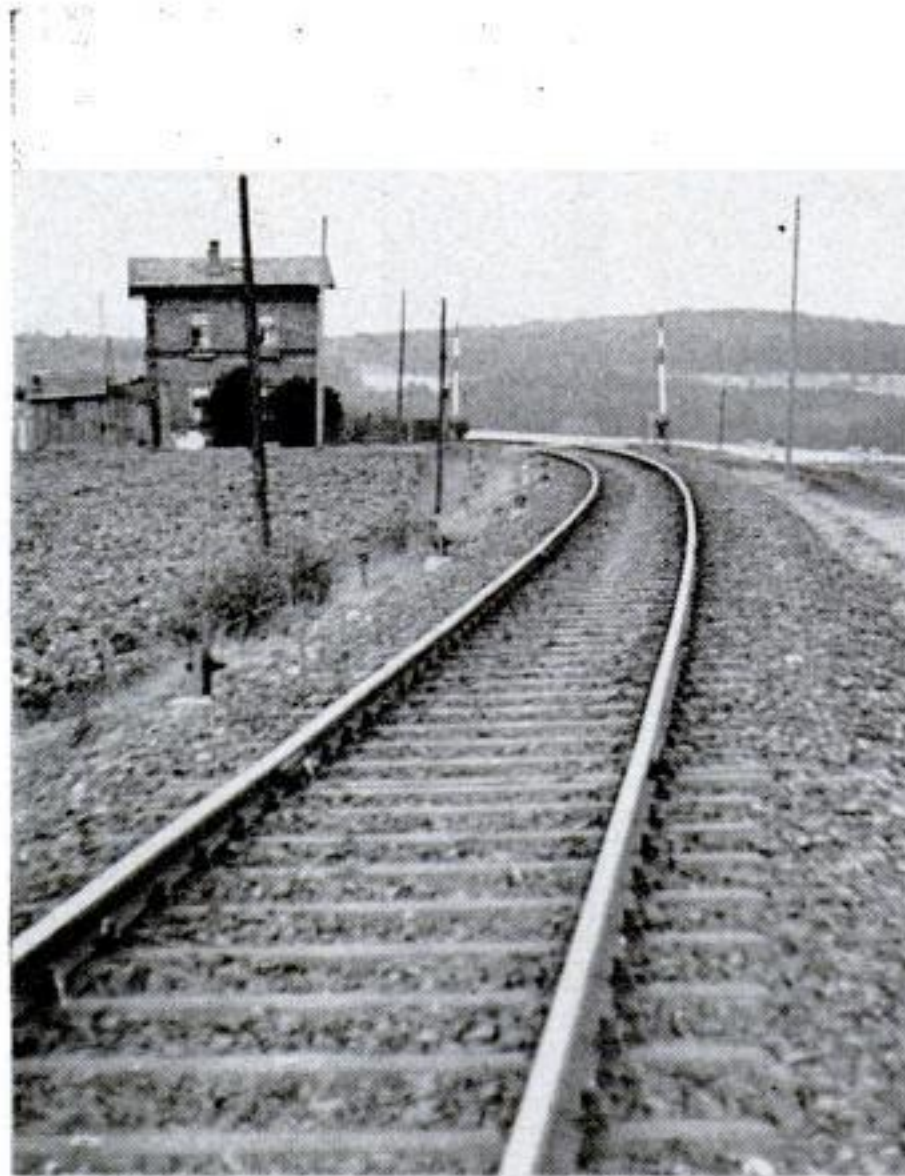
**RELUCTANT CONDUCTOR**, August Beb, overwhelmed by events never covered in Red trainman's

manual, stands with packed bags in Selb-Plössberg railyards and grudgingly awaits U.S. hospitality.





**INSIDE THE TRAIN** Czech women who want to go back home fret through long hours while the U.S. and Communist officials negotiate for their return.



**POLES AT BORDER** mark place where the train crossed German frontier. Tower was first stop. In the distance are hills of Iron-Curtained Czechoslovakia.



**IN IMPROMPTU BERTH** on passenger car seat one of the unwilling guests catches 40 winks during first 24 hours when they were confined to the train.



**SUBSTITUTE ENGINEER**, sent by the Reds to bring back train, sits disconsolately on cab steps after being informed he too will be temporarily detained.



**A HOT MEAL** is served to refugees as soon as the Army, which swung into action only 15 minutes after the train whistled past the border, could set up their

field kitchens. American cigarets were passed out and propaganda-wise authorities promised the Czechs good treatment whether they decided to stay or not.



**FAMILY SCRUBBING** in old tin pail starts the day after a night filled with cries of frightened children who did not understand what had taken place.

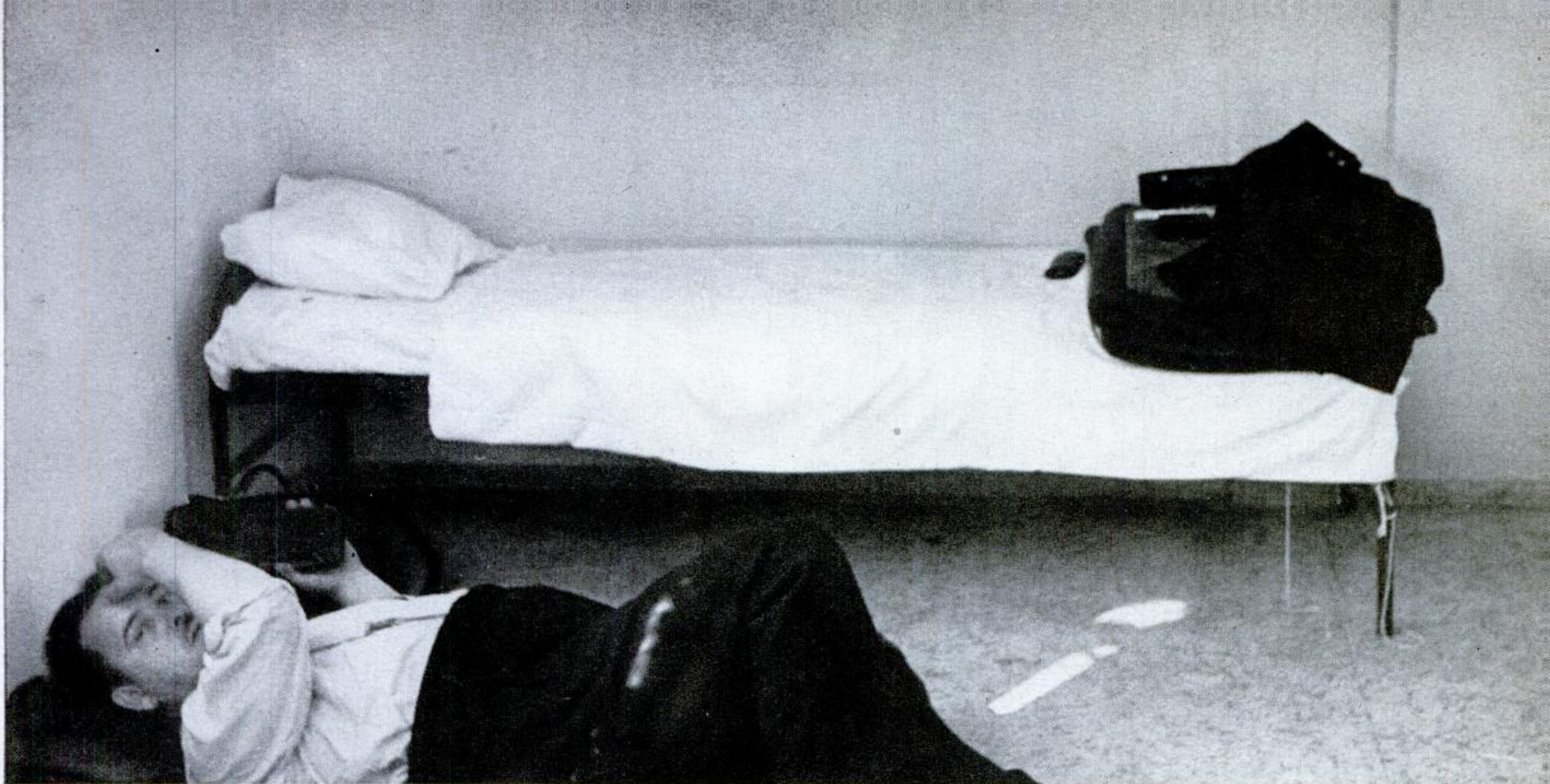


**WEDDING WORRIES** perplex woman who was on way to see her daughter married in Asch. Yanks sent her gifts back by daily trans-border coal train.



**YANKS' GAME** of baseball darts puzzles a young passenger. Czechs were moved on the second day to temporary quarters at Army camp in Grafenwöhr.





**MORE RELUCTANT THAN EVER**, and fretting over what is to come when he gets back home, Conductor Beb elects to rest on a hard floor, pillowed by his coat, rather than succumb to the decadent comforts of hosts' capitalistic sheets.

**SAFE AT LAST**, Czech couple (*below*), who were not in on conspiracy but stayed anyway, smile at camp after being cleared by Intelligence. Red radio said all had been kidnaped and insisted they were refusing American chow.

## BEYOND THE BORDER WAS FREEDOM BUT SOME WERE AFRAID TO STAY

The plot to make the Prague-Asch express a through train to freedom was hatched by its engineer, Jaroslav Konvalinka, and an ostensibly loyal Communist stationmaster named Karel Truska (*below*). On Sept. 10, Truska surreptitiously locked a switch in the Asch freight yards, then went east on the line to wait at Pilsen. Next morning as Konvalinka's train made its routine stop at Pilsen, Truska went aboard. Among the passengers were the Konvalinka and Truska families and a few friends aware of the plot. Evading Conductor Beb, as well as two soldiers and a Czech state police officer, Truska disconnected the inter-car air brake lines so that only the locomotive's brakes or a closed switch could halt the dash. Then he raced forward to the engine cab and held a revolver on the fireman while Konvalinka highballed through the switch at Asch and pounded into Germany under wide-open throttle. U.S. authorities sheltered the conspirators and their friends—31 in all—in a displaced persons' camp after they had been screened so they could remain in West Germany. The other 77 on the train spent two days eating GI rations and viewing the forbidden West. Then they were handed back to Red border guards. The disconsolate Beb, fearing Communist punishment for failing in his duty, mourned, "I have heart trouble. I have diabetes. And now I am *kaput*."



**SUCCESSFUL CONSPIRATORS** were Engineer Konvalinka (*left*) and Stationmaster Truska. Said Konvalinka after the Americans had impounded his four-car train, "When we crossed the border . . . I was the happiest man in the world."











IN THEIR APARTMENT MRS. ROBERT LOVETT ENJOYS HER HUSBAND'S JOKE. IT WAS HIS 56TH BIRTHDAY

## A GOOD MAN GETS A BIG JOB

**Bob Lovett, civilian, takes over General Marshall's old command**

In just two days and after the barest of formalities the U.S. Senate last week confirmed the President's nomination of a new Secretary of Defense. No senator who rose to pay tribute to the retiring secretary, General George C. Marshall, could say enough in praise of the new one, Robert Abercrombie Lovett. Unusual as this was in partisan Washington, it was not unusual at all in the case of Bob Lovett. He is the unfortunately rare good man and great public servant who does his duty and is the despair of biographers who depend on colorful anecdotes to make their subjects attractive to the public.

Almost the worst thing that has ever been said about him was said some time ago by Henry Wallace. Trying very hard to score, Wallace denounced Lovett as a "Wall Streeter."

Lovett, whose father was once head of the Union Pacific, actually left his Wall Street investment banking firm 11 years ago when the late Henry L. Stimson called him to join the old War Department. Except for two brief intervals he has been in Washington ever since. His devotion to work—he has hardly any hobbies and no social life—has preserved the essential privacy of his personal life. A rare exception is the picture of him above with his wife Adele. Even more exceptional is the fact that, in an administration where party loyalty has often been the first test for office, Lovett's politics have remained strictly a matter between him and his ballot. But Truman, even when Lovett

was in brief retirement in 1946, kept pressing him to take important assignments.

The man is respected in Washington for qualities of mind highly prized but seldom found there—incisiveness and independence of judgment. Once having made up his mind Lovett has a record for speaking it—and with considerable force. Though he seldom raises his voice he has a gift for invective seldom matched in official circles. His opinions are often unpopular but they are usually right. In 1940, when others were appraising France's strength, he predicted her collapse. He was General "Hap" Arnold's closest associate but during World War II publicly opposed the air chief's dearest dream—a separate air force. When President Truman was about to send Chief Justice Vinson to meet with Stalin in 1943, it was Lovett, as Undersecretary of State, who forestalled the move.

When Lovett took over his new post last week the Pentagon was scarcely aware there had been any change. The day of his confirmation the new secretary was deep in a conference with General de Lattre de Tassigny, who had come to ask for aid in Indo-China. The shift went smoothly because General Marshall, a master of the art of delegating authority, had for many months let Deputy Secretary Lovett run the department except for policy guidance. As he left, Marshall said of his successor, "There is no man . . . like him for stepping in and taking charge."



**LOVETT'S HERO** is George C. Marshall. Here his photo is being shifted to the new secretary's office.

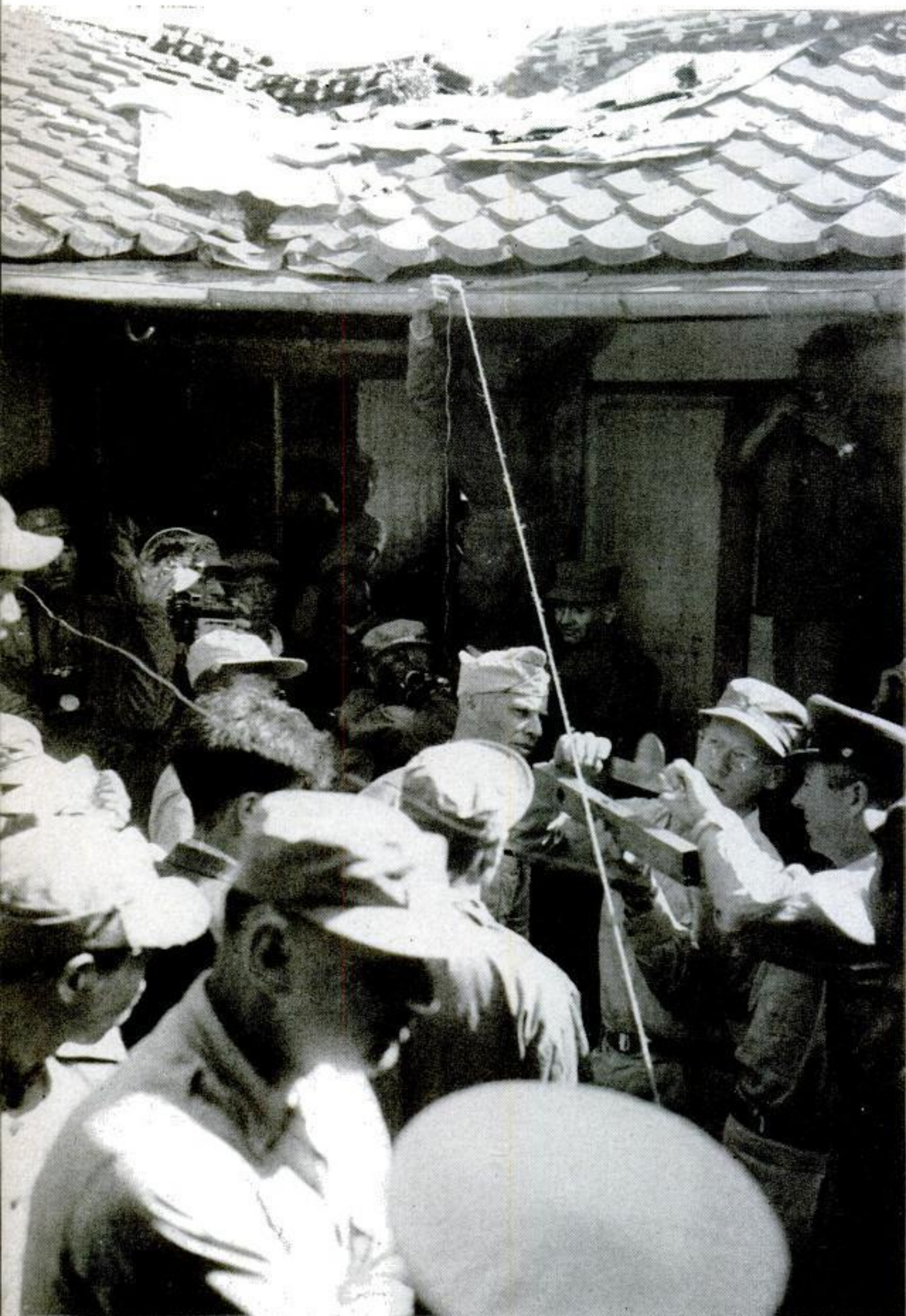


**FAVORITE CARTOON** of Lovett, now no longer true, depicts him as being passed over for the top job.



**NEW DUTY** is greeting visiting French general, De Lattre (see Editorial), with General Bradley.





## ← U.N. PULLS BONER —AND CONFESSES IT

After complaining unconvincingly for weeks about U.N. "violations" of the Kaesong neutrality zone, the Communists last week finally came up with a valid case. A U.S. plane fired a burst of machine-gun bullets (without damage) at a house three quarters of a mile south of the edifice where the truce talks had been held. A U.N. delegation headed by Colonel John Darrow (*far right*) examined the bullet holes with line, level and protractor, and then left. Later General Ridgway, who already had proposed the peace talks be continued in a new location, admitted and apologized for the error. This week the Reds scoffingly refused to accept the apology, said the price of resumption was a U.N. admission of the unsubstantiated charges they had made, threw in some new ones for good measure.

## THE SULKIES CRASH AT SWEDISH TRACK→

A horse competing in a trotting race at Malmö, Sweden this month fell suddenly to the ground and precipitated this scene of violence. Billesholm's driver, Anshelm Mattsson, was hurled to the track (*bottom*) and the next driver crashed into Mattsson's sulky (*left*). A third sulky (*right*) ran over Billesholm without seriously hurting him. But Mattsson sustained internal injuries.

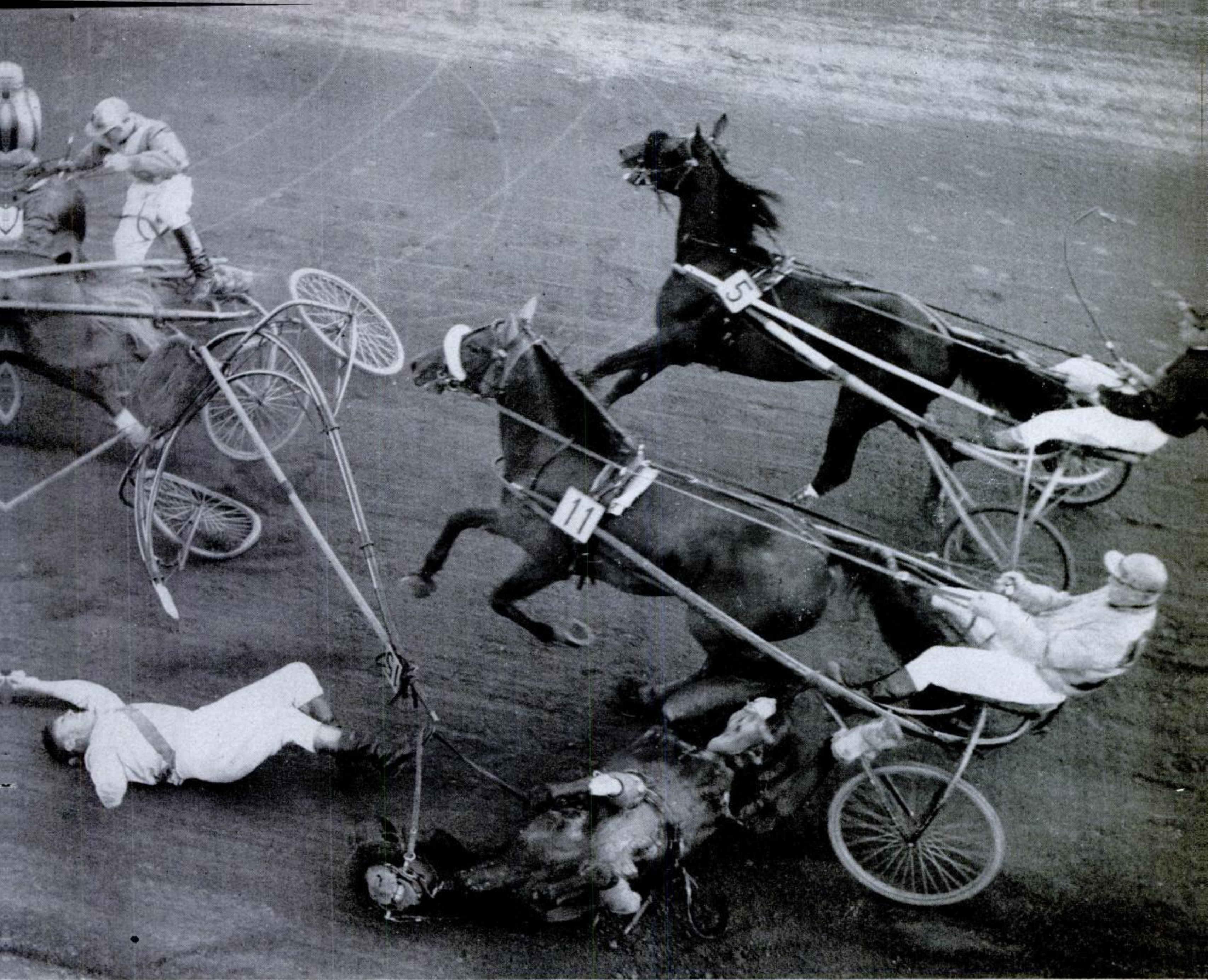


## SOME GOOD NEIGHBORS IN WISCONSIN REBUILD A GOOD GUY'S FARM IN A DAY



Frank Flees, 27, of Frazen, Wis., is an ex-Marine, wounded on Guam, and an ardent farmer. After the war he and his family (*above, left*) took over 120 scraggly, scrub oak acres, with a one-room house, tried to make it a successful farm. Then a farm accident blinded his right eye, and then the full amount of a farm loan he applied for was refused. When word of this





reached Dr. B. J. Przedpelski, special county agent, he organized a Good Neighbor project. One day last week 2,000 neighbors, who knew Flees as a good, hard-working guy, descended on his farm. In 12 whirlwind hours they completed building a seven-room house, big barn, silo, garage, machine shed and milk house (*right*). Tractors and bulldozers terraced Flees's

fields, made him a watering pond, hauled in thousands of young pines. Friends gave him a blue-blooded heifer, picked up the rocks, fertilized fields, ate a picnic lunch. By nightfall Dr. Przedpelski's idea had given Flees a brand-new farm, the community a lesson in modern agriculture practice, and everybody for miles around a warm glow about the heart.



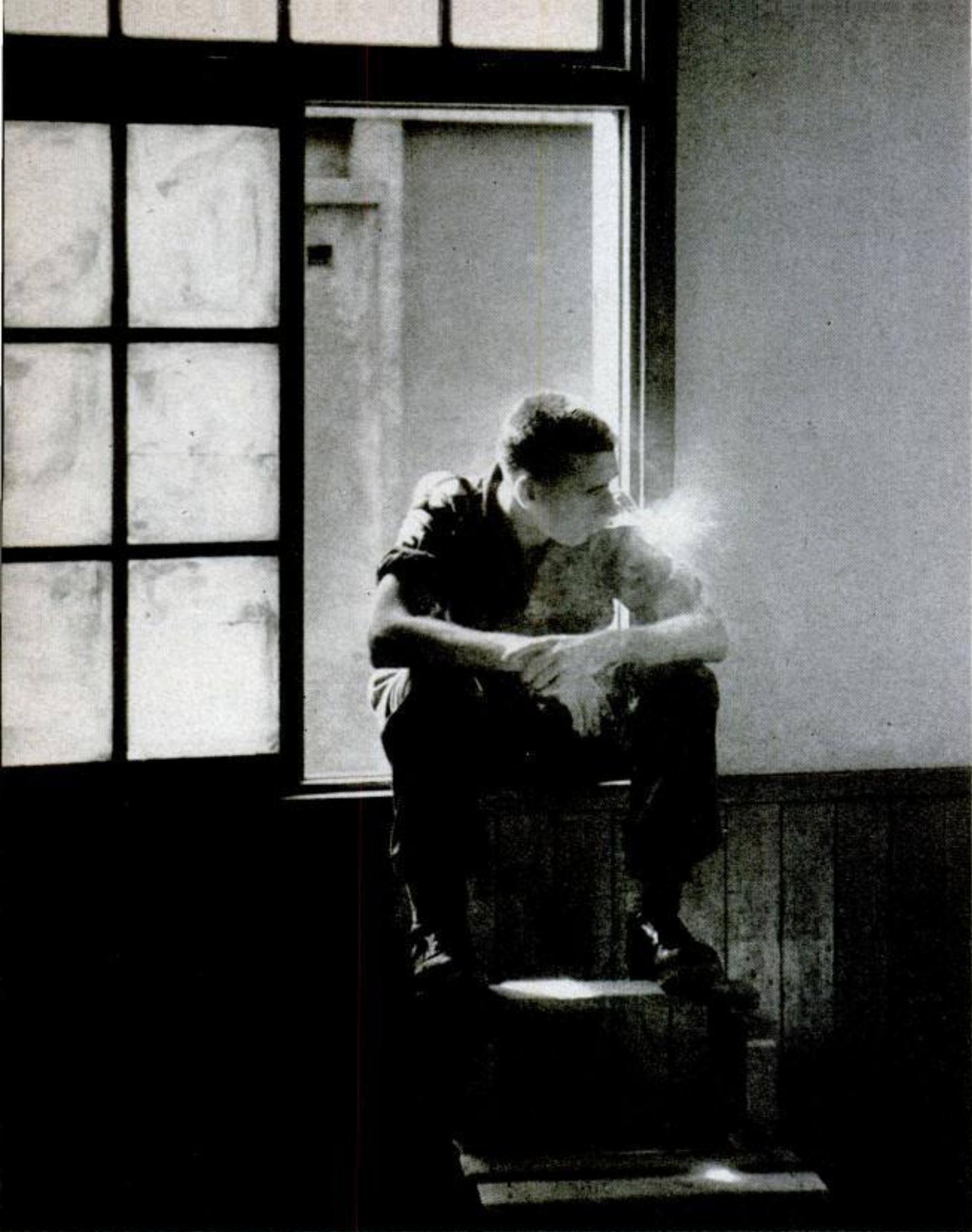
# STERN CANADIAN DISCIPLINE

The overflow of war's brutality brings death to three Roks and hard justice to three allies

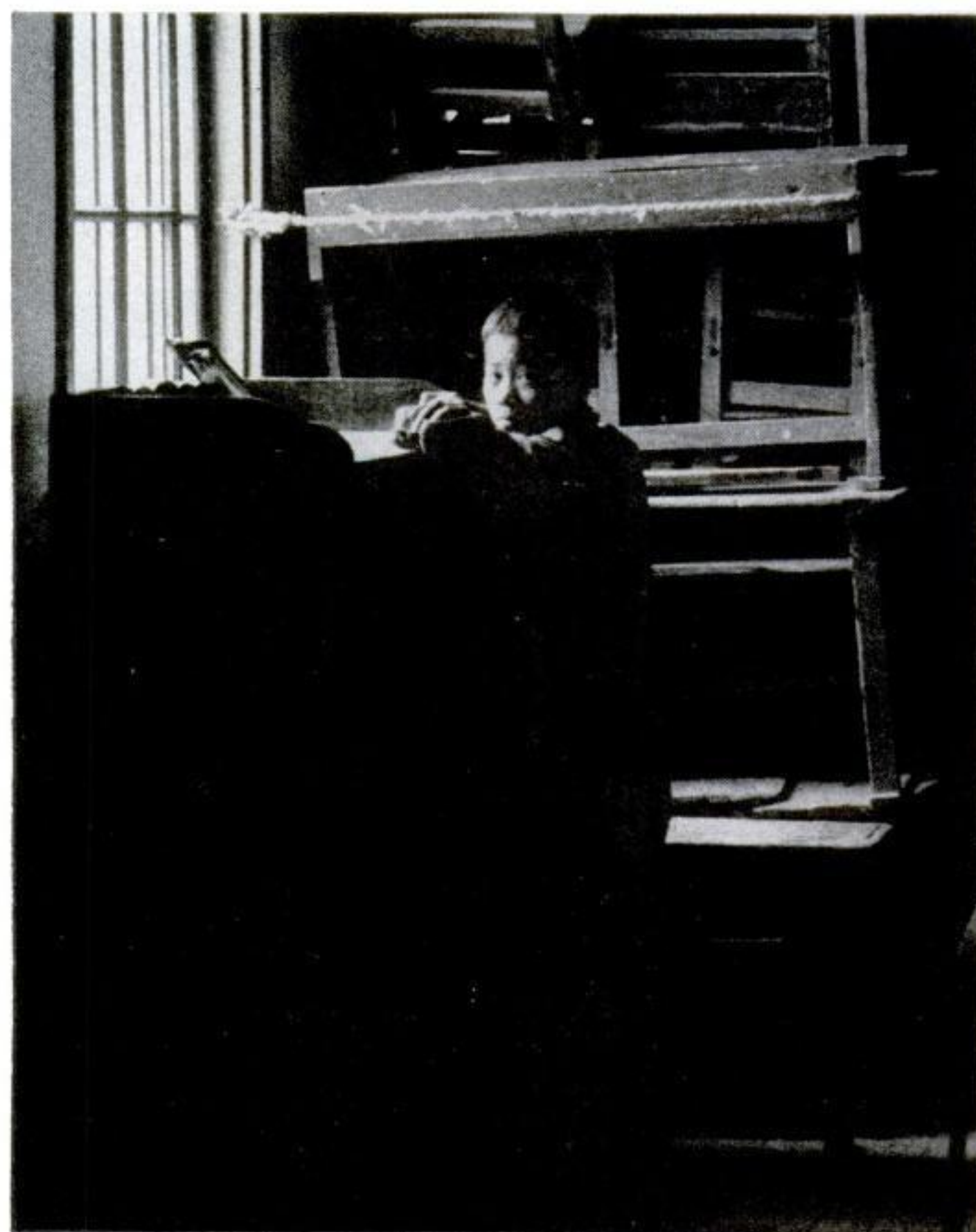
The men of the Princess Pats were as good as any on the line in Korea. If they were different at all from other U.N. forces, it was that they were volunteers, every man among them, and they knew what was in store when they signed up last year with the Korea-bound Princess Patricia's Canadian Light Infantry. In rugged fighting in the alien hills, the Princess Pats—whose valiance won them fame at Ypres in World War I—suffered many casualties. Last month in a gray schoolhouse near the outskirts of Seoul they suffered three more. They were not the kind of casualties soldiers are proud of. They might as easily have been Americans or men from any army, for the Princess Pats were victims of the combat pressures, loneliness and thoughtless brutality that go with war everywhere.

The whole episode goes back to the night of March 17, when the Princess Pats, taken out of the line for a brief rest, were boisterously celebrating. Sometime during the evening seven soldiers set out by jeep to find some women. In the village of Chung Woon Myon they came across a small house crowded with many people: the aged owner, his wife, a few refugees, a ROK lieutenant and a half dozen soldiers temporarily billeted there, and two young women, one of them the lieutenant's sister-in-law. The house was a respectable one, the Canadians were told, and two of them meekly departed. The others were more aggressive. When the Korean girls screamed, the ROK soldiers rushed to their defense, and forced the unwelcome visitors from the house. Sullen with drink, one of the Canadians let fly a hand grenade, killing the lieutenant and two of his men.

To Koreans the incident seemed a sordid symbol of the contempt shown by many U.N. troops toward the people they had come to liberate. The Canadian army moved sternly. High-ranking officers were flown out from Canada to sit in the schoolhouse and hear the patiently assembled evidence. When they had heard it they found the men guilty. Two of the defendants got off with 18-month and two-year sentences. The third, convicted of manslaughter for having thrown the grenade, was given life.



**DEFENDANT AND COMPLAINANTS**, now equally distressed, wait unhappily to testify about drunken U.N. soldiers' raid. Canadian Pvt. Donald M. Gibson (*above*), sentenced to two years less a day, smokes nervously. Below, with backs turned, the girls stare moodily out of window of the improvised courthouse.

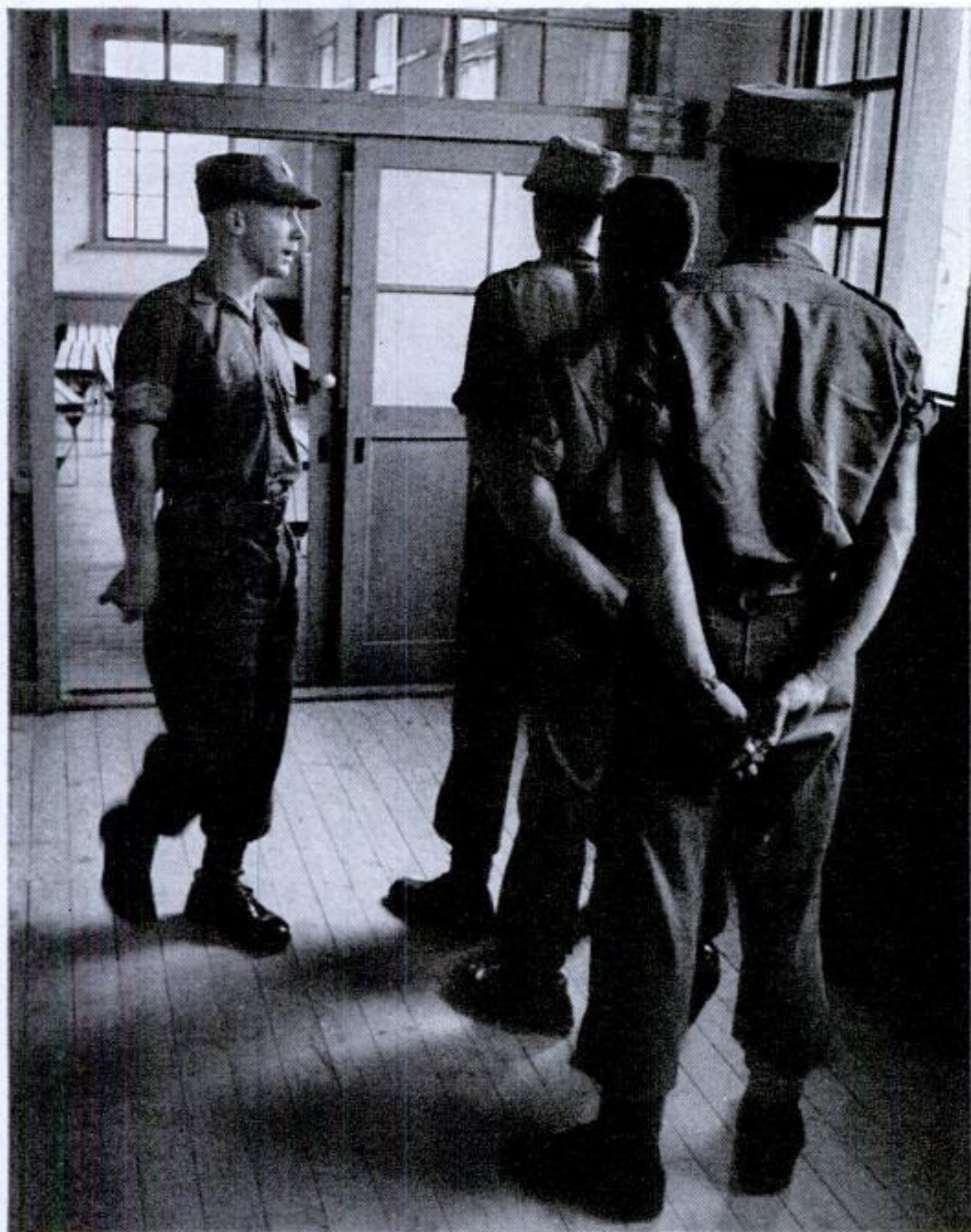


**WITNESS** to crime was undersized Hong Yong Teak, 16, whom war had orphaned and left homeless. He had taken shelter in the house where Canadians came.



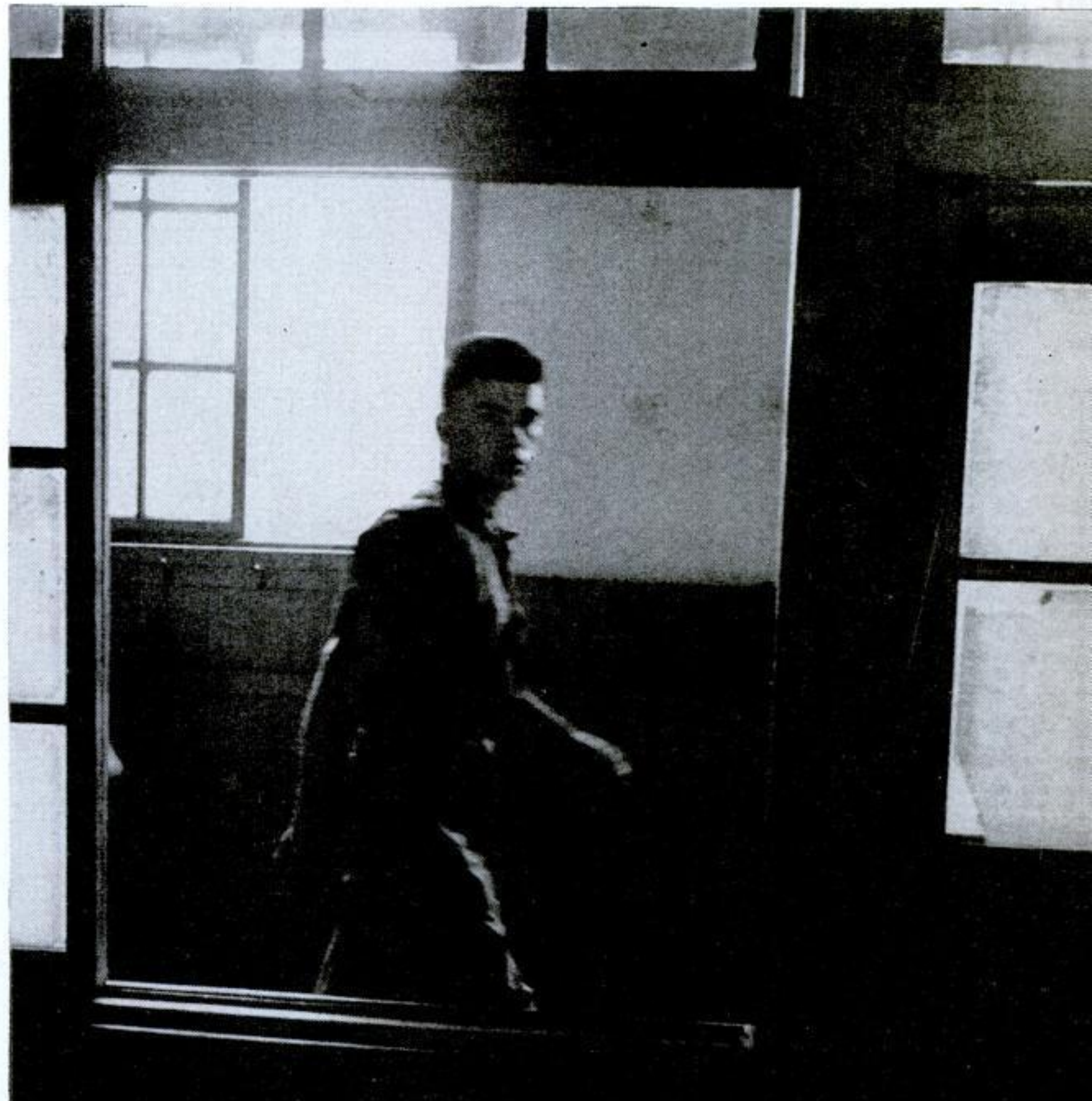


CANADIAN COURT-MARTIAL CONVENES IN KOREAN SCHOOL. EMPTY CHAIR NEXT TO DEFENSE COUNSEL, RIGHT, IS FOR DEFENDANT. WITNESS CHAIR IS AT LEFT



**BETWEEN GUARDS**, accused ringleader and grenade thrower, Pvt. Glen R. Blank, waits bareheaded for order to march into courtroom to hear the verdict.

BLANK, WHO WAS CONVICTED AND GIVEN LIFE, STRIDES FROM TRIAL—→











DETERMINED GATE-CRASHERS CLING TO GRILLWORK LIKE FLIES AT POLO GROUNDS AS THEY MAKE THEIR WAY TO THE UPPER LEVEL

## BIG CROWD, BIG FIGHT

**61,370 unruly people watch the great Sugar Ray win back his title from Turpin**

Stacked row upon row to the rafters, the greatest fight crowd since Louis fought Schmeling 13 years ago jammed into the Polo Grounds last week. There were 61,370 on hand to see if Sugar Ray Robinson, supposedly the world's greatest fighter, could win back the middleweight crown he lost to England's Randy Turpin (*LIFE*, July 23). The last ticket was sold two hours before the fight, but people kept coming anyway, getting in any way they could (*above*) after contributing to New York's worst traffic jam of the year. Inside the park it was every man for himself. Ticket-holders fought to hang on to their seats and guards gave up trying to control the mob (*below*). It was worse in Chicago, one of 11 cities showing the fight by theater-TV, where mobs pushed

in the doors of the State Lake Theater to see the big fight.

With the rest of the world completely blacked out because of the ban on radio and regular TV, the great fight began. For nine rounds it looked pretty much like any other fight. The Englishman, wearing tattoos on his arms, was expressionless and effective. He let Robinson, who seemed in a hurry, set the early pace. By the seventh round Sugar looked tired. In the 10th Turpin looked as if he was just getting up a full head of steam when he did two things: he opened a bloody gash over Robinson's left eye, then he forgot to duck a right hook. The blood aroused Robinson; the right hook put Turpin on the floor (*left*) for a count of nine and gave the fight—and the crowd—a savage, frenzied finish (*next page*).



**HUMAN STAMPEDE** romps roughshod over chicken wire covering box seats while an usher pointedly ignores the whole thing. In

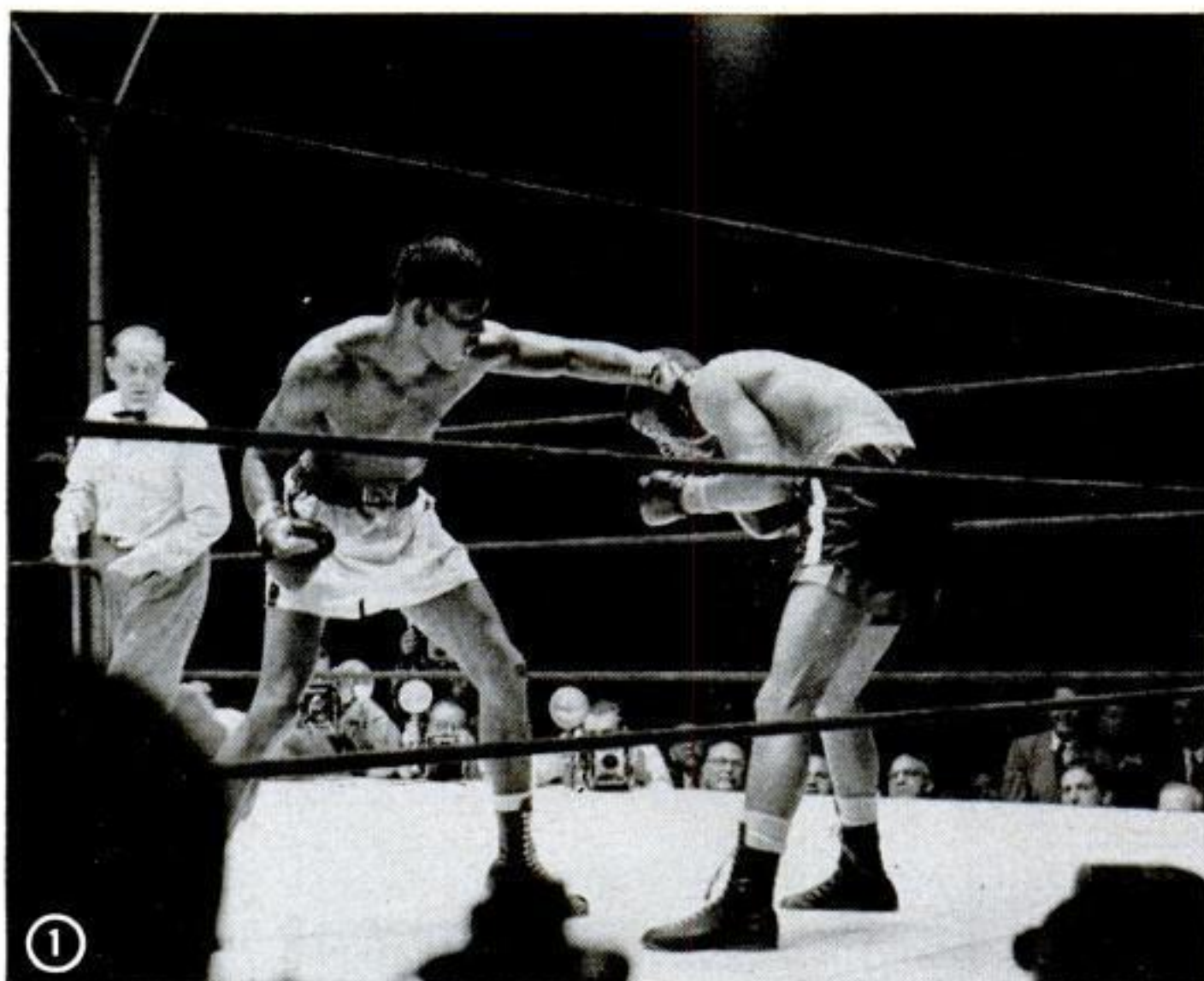
rush to get closer to ring, the crowd spilled brazenly over into \$30 ringside section and clogged aisles when guards wearied of the chase.



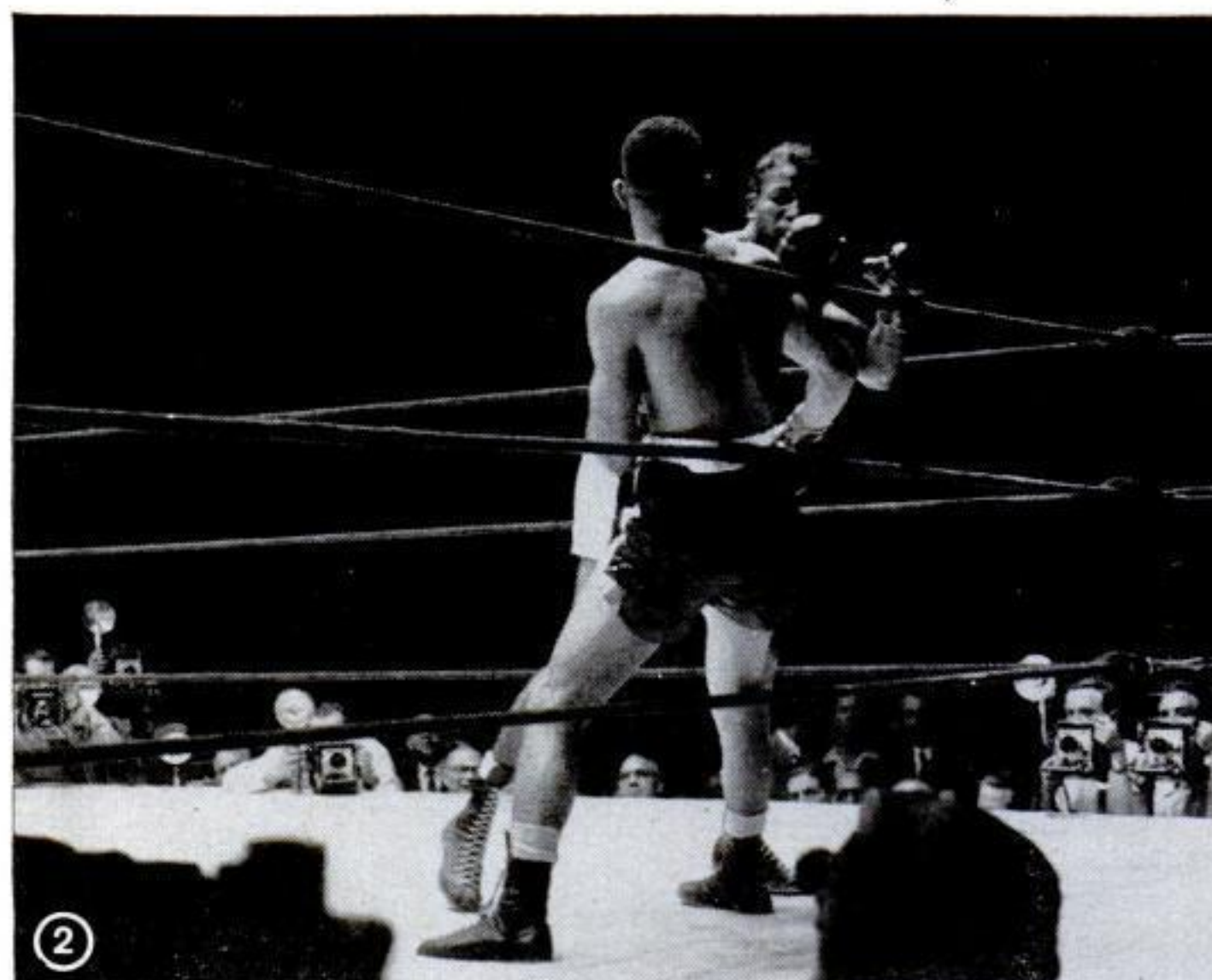


BLOOD STREAMING FROM HIS EYE, ROBINSON LANDS KNOCKDOWN PUNCH. THE THIRD OF THREE RIGHTS, IT HAD EVERY OUNCE OF SUGAR'S BODY BEHIND IT

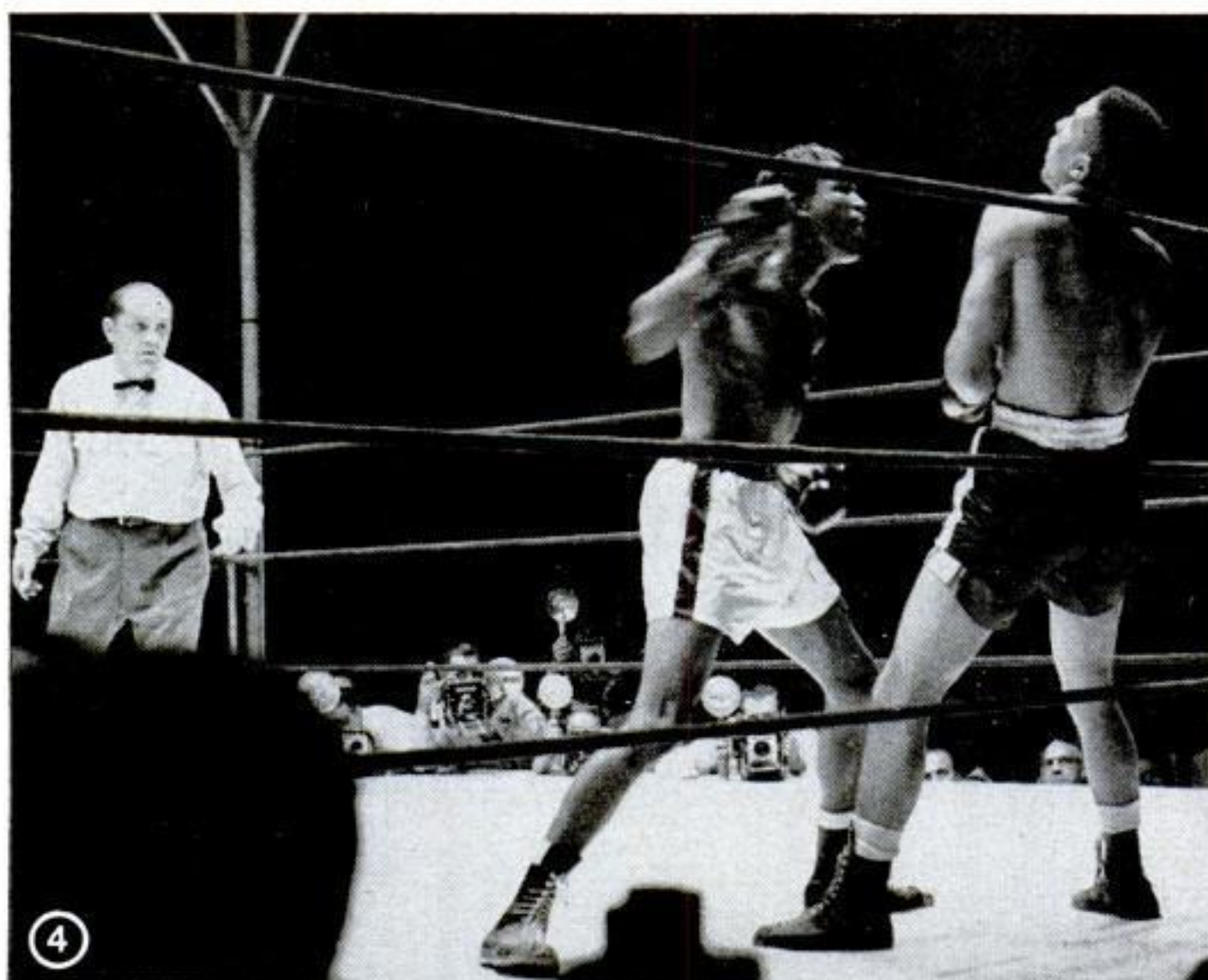
## 31 TERRIBLE SECONDS IN RANDY TURPIN'S LIFE



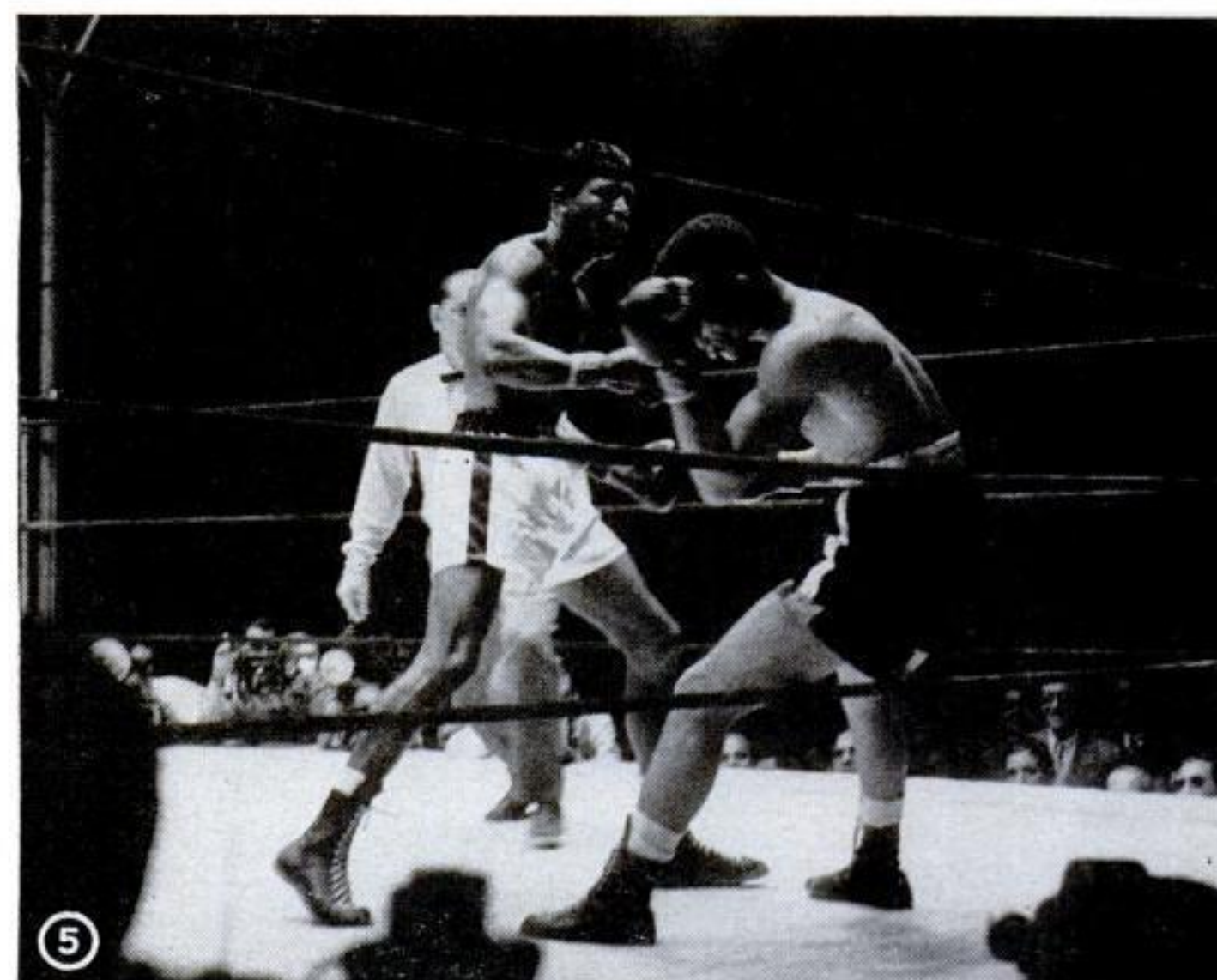
**① DAZED AND DEFENSELESS** after his knockdown, Turpin instinctively crouches and weaves as Robinson, right cocked, tries to unleash K.O. punch.



**② SUGAR MISSES** with a right and sprawls off-balance against ropes. Turpin insisted later that his head was clear, but that he could not make his arms work.



**④ TURPIN REELS BACKWARD**, the rope biting into his neck as Sugar winds up again. Randy was too groggy to go down, get respite of another count of nine.



**⑤ ROPES SAVE RANDY** from falling as he takes wide, stiff-legged stance of a boxer who is all through. Referee Goldstein starts to come in to the rescue.



# A DESPERATE FLASH OF GREATNESS GETS SUGAR RAY OUT OF A JAM

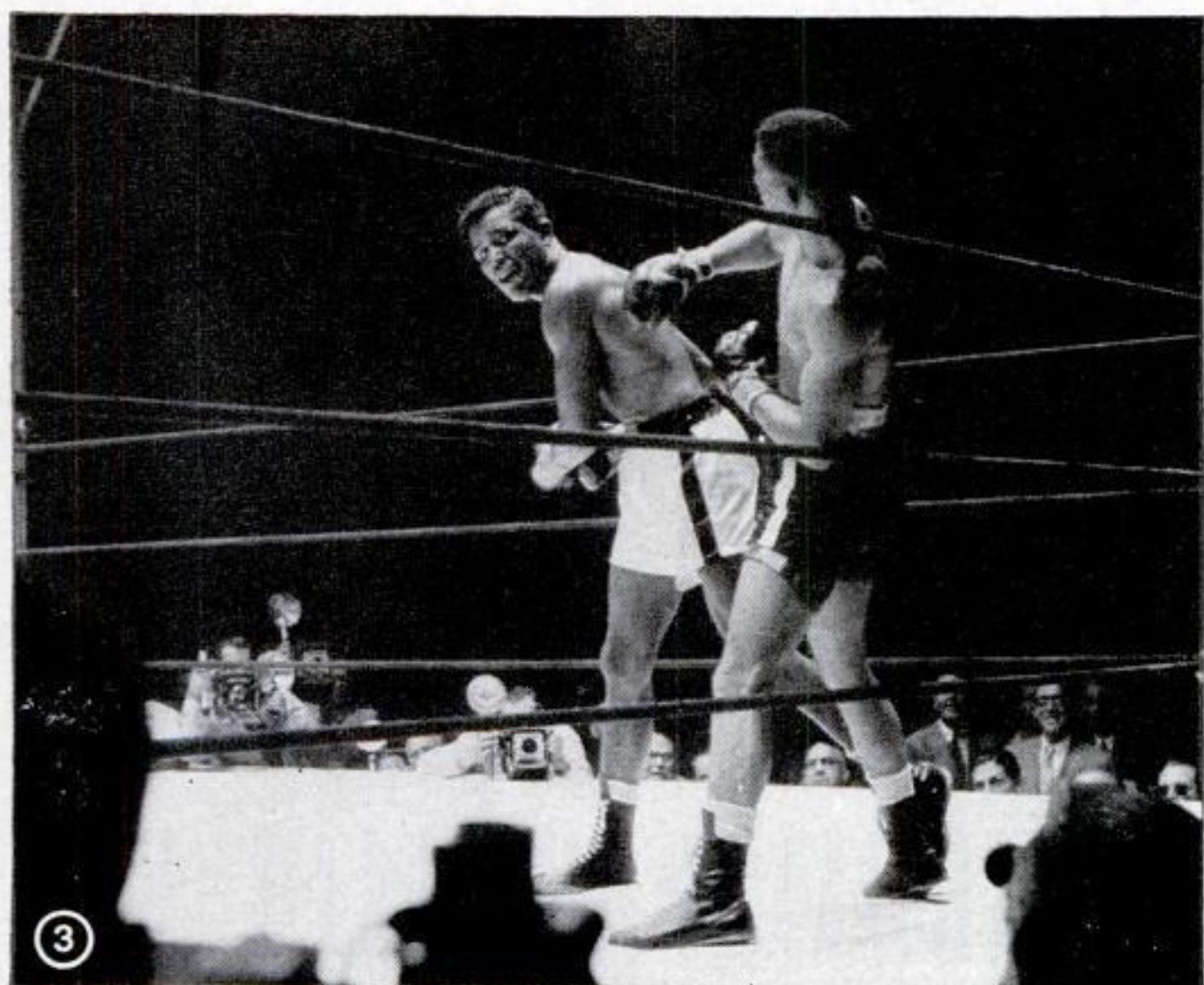
The greatness that once was Sugar Ray Robinson's showed in spasmodic flashes. "I see openings," he said later, "but I can't follow them up and bang a guy like I used to." It took a crisis in the 10th round to bring out his best. His eye was so bad the referee would have stopped the fight if it was pecked at for another round or two. When he landed his Sunday punch, Sugar Ray was leg-weary and desperate. But he landed it.

In his dressing room later 31-year-old Sugar Ray seemed exhausted as the press fired questions. Did the ropes save Turpin when he was trying to finish him off (*below*)? "Yeah, it must have been the ropes," Ray agreed, with no interest. How had Turpin cut his eye? "I don't know," Ray answered, and neither could he remember how he knocked Turpin down. Had Turpin hurt him? "Yeah, he hurt me," mumbled Ray.

In the other dressing room, richer by \$207,000 (Sugar Ray's share was \$248,000), Turpin looked to be in better shape than the man who knocked him out. Turpin's brother Dick, who is also a boxer and helps to train him, gave his version of the family setback. "I think," he said, "that Randy got a wee bit careless." When Turpin and Robinson meet again, probably in London in June, the Englishman could easily win back his crown by not forgetting to duck if Sugar has another flash of greatness.



**THE LOSER** puffs cigaret as he matter-of-factly inspects blister on toe in dressing room. Only 23, he is confident that he can take Robinson the next time.



**SUGAR TRIES AGAIN** and connects, rocking Turpin sideways. He threw 25 punches during this 31-second holocaust at the ropes, landed less than half.



**FIGHT IS STOPPED** wisely with eight seconds left in 10th round. Shorn of crown, Turpin began wobbling to wrong corner until referee turned him around.



**THE WINNER** wears tell-tale bandage as he rides home beside friend Walter Winchell (*right*), with whom he has been associated in Runyon Cancer Fund work.



# DE LATTRE AND HIS MESSAGE

A formidable Frenchman has arrived on our shores with an important message. General Jean de Lattre de Tassigny of Indo-China holds the world's second hottest front against Communism (LIFE, Jan. 22), a front whose long-term strategic importance is greater than Korea's. He comes here at a season when, the monsoon being almost over, his front always begins to get hotter; and at a time when Mao Tse-tung must decide whether to support Ho Chi Minh with a full-scale southward invasion or not. Of all new battlefronts where American troops may soon be fighting, Indo-China is generally considered the likeliest. So De Lattre's timely visit should set us reflecting on what that front is all about.

General de Lattre is a sort of French MacArthur—a younger MacArthur, that is, and strictly non-fading. He is temperamental, brave (eight wounds), flamboyant, stubborn, brainy, and hard to get on with unless you admire him, which most who know him do. Commanding the French First Army in '45 under General Devers, he made an unauthorized excursion and took Ulm just because Napoleon had taken Ulm. The 12-hour party he threw for Devers at Lake Constance after V-E Day, where the guests passed two miles of *Goumiers* holding torches and the music came out of the trees, is still remembered with awe by those present. After the war he reorganized the French Army with a revolutionary training program which has practically eliminated the national inferiority complex from that particular sector of French life.

In short, De Lattre is both a showman and a leader; and he bears comparison with MacArthur in one other respect. He has a similar strategic conception: he is for ending the fighting on his front by beating the enemy. He has badly beaten Ho's army in three major battles this year. More than that, he has induced the Indo-Chinese people to take sides in this war; those who are not with Ho are now against him. De Lattre has been building native armies to the point where they should soon be able to make real the already formal independence of Laos, Cambodia and Viet Nam.

But if a full-scale Chinese invasion comes, De Lattre's 165,000-man French army will certainly need the help of U.S. troops. And even if it doesn't, De Lattre wants and needs a bigger U.S. commitment—more arms and more moral support.

The case for such a commitment comes up against the same old priority question—Europe or Asia first—that underlay last spring's MacArthur debate. But De Lattre's case neatly illustrates the phoniness of this dilemma and the complete interdependence of all fronts, East or West. Not only is De Lattre's war what he calls "the same as the war in Korea," it is the same war that General Eisenhower is trying to keep away from Europe.

The political interdependence is even more real than the military. For example, the French politicians, like our own, have been only half committed to De Lattre's war (some Frenchmen call it "the dirty war"). But they use its cost (31,000 dead and missing, \$2 billion) as an excuse when Ike presses them too hard on their duty to European rearmament. In fact, France could not have supported this war politically or financially had not ECA poured a comparable sum into France. For our part, we have given French policy in Indo-China formal diplomatic support and some direct arms aid—but discreetly, so as not to seem like Asia-firsters to frightened or neutralist opinion in France.

De Lattre's victories, and his increasingly true claim that French colonialism is a dead issue out there, have recently done much to popularize his war back home (last spring Paris sent him 15,000 fresh troops). This clarification of the French will is of enormous benefit to Ike in rearming the Continent. Thus East and West fronts, even if rival claimants on supplies, are also mutual stimulants toward that political confidence that must precede real military strength.

French unity and vitality are the key to Europe's. As De Lattre banished neutralism in Indo-China, we can reduce it in France by giving their Asia-front hero the support he needs. So let us hope that he and his Pentagon friends agree on some new direct U.S. commitment in Indo-China—not least because it will help Eisenhower by stimulating France in Europe. And also because it may inaugurate a period of closer U.S.-French ties.

If a Chinese invasion should formally make Indo-China another U.N. war, De Lattre might command U.S. troops, just as Ridgway commands European troops. Why not? It's the same war. And he is another general who likes to win.

## "FANTASTIC" BUT NOT INCOMPREHENSIBLE

The high-voltage senatorial adjectives applied to our newest weapons ("fantastic . . . stupendous . . . terrible beyond imagination" etc.) may or may not scare Stalin; they certainly scare a lot of Americans. And the scariest thing about them is that outsiders—the press and the public—don't know the exact measure of truth behind the adjectives and can't find out. Behind this uncongenial but unavoidable fact is a more tractable question: from what they can find out, how should press and public react?

Two of the commonest reactions seem to us wrong. One is to use one's enforced ignorance as an excuse for professed distaste. "Science is just too complicated for ordinary comprehension" readily becomes "These weapons are inhuman and ought to be abolished, don't you think?" Both statements may be true, but neither follows from the other, nor from the degree of secrecy officially imposed. The other wrong reaction is to let ignorance deaden one's curiosity, or (what is worse) to become suspicious of other people's curiosity. Whenever new atomic or military information appears in print, some American is sure to accuse some other American of "making things too easy for Stalin." Even the commonsensical Robert Ruark recently objected to the publication of news about atomic submarines (LIFE, Sept. 3).

This week (pp. 121-133) we describe the Matador and other new or imminent weapons. We know the whole subject is objectionable to many people. They are at liberty to skip it, but

if they skip it they have less right to moralize about it than those who try to find out all they can.

As far as security is concerned, the chief sources of new weapons information—the Pentagon and the AEC—are more than adequately hedged with rules and safeguards. Journalists keep poking this hedge to keep the moss down, but they do not jump it. Within these limits, Pentagon and AEC would like people to know as much as possible. If technical problems permit, the AEC will probably put its next Bikini-type test on television. And just consider the implications for the infantry of the new tactical atomic bomb. Wide dispersal means that every doughfoot should have to be at least as intelligent, highly trained, expensively equipped, mobile and self-supporting as a Ranger. Could you raise such an army from a populace that thinks nuclear physics and modern military science are dangerous thoughts?

This age of technological marvels strains the average intelligence; but it does not make the average intelligence obsolete, nor does it necessarily point to apocalyptic holocausts in a push-button war. On the contrary, it gives literate Americans and their press an added duty to keep informed. Secrecy is dangerous *per se* to democracy, and we all know less than is good for us, not more. Nor should anyone rest his tired curiosity on somebody else's tired adjective until he knows as much about the new weapons as national security permits him to find out.





**Dollar for Dollar you can't beat a**

**Pontiac**



Equipment, accessories and trim illustrated are subject to change without notice.

**Most Beautiful Way to See America!**

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION





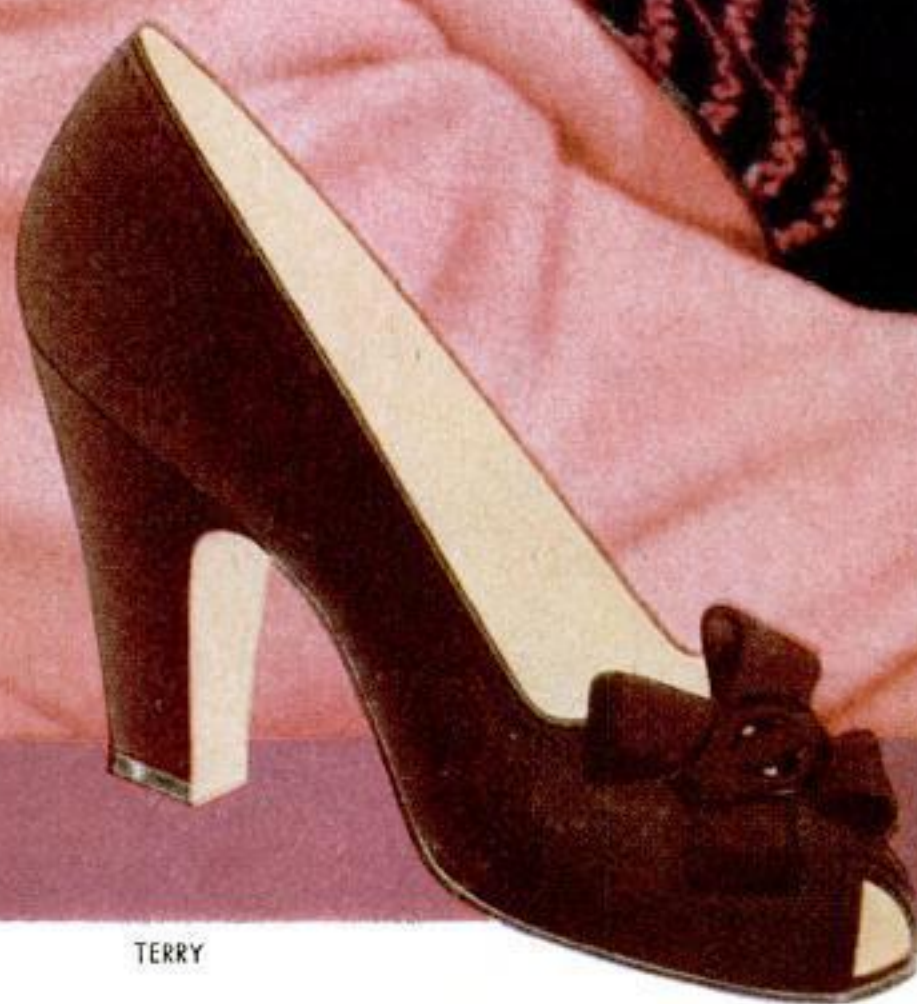
7 lovely styles that prove...

# FACE YOUR

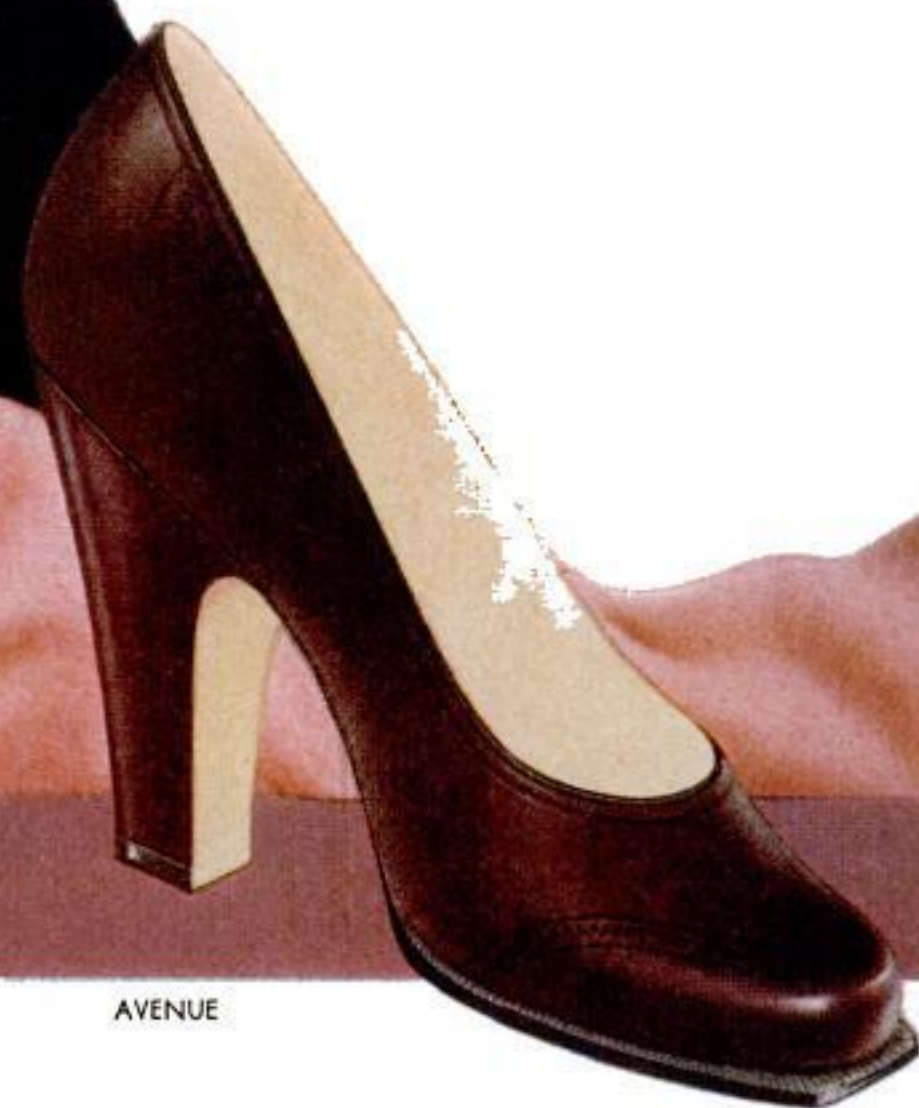
Suit by Vera Maxwell



STRAND



TERRY



AVENUE

So publicly fashionable...so privately comfortable...  
Air Step gives you seven beautiful, beautifully fitting shoes  
to put your good looks on a sound footing with the *new* Magic Sole.

Air Step Division, Brown Shoe Company, St. Louis.

Shoes illustrated, **10<sup>95</sup> TO 12<sup>95</sup>**

Other styles, 9.95 to 12.95. Higher Denver West





# A PRETTY STARTS AT FEET



Look for the Air Step Vanity Case at smart stores everywhere. Watch your local newspaper for Fashion Fair announcement.

*featured at the* **AIR STEP  
FASHION  
FAIR**

*September 22  
to October 6*

CARMEN

TOPTON

CIRCLE

AMY

## *Air Step*®

*The Shoe with  
the New Magic Sole*

Comfort in a fashion shoe? Air Step says "YES," most emphatically, with the *new* Magic Sole. The cushiony comfort of a smartly designed Air Step starts you on your pretty way.





**Easy way to build a drink.** Pour Four Roses over a couple of ice cubes (adding a twist of lemon and splash of water, if you like) . . . and you have a drink that's now an American favorite. It's called "*Roses-on-the-rocks*"—a drink that *truly* brings out the superb flavor and supreme quality of Four Roses.

*Frankfort Distillers Corp., New York City. Blended whiskey. 90.5 proof. 60% grain neutral spirits.*

Wouldn't you  
rather drink

**Four Roses**





# PEOPLE



## JORDAN'S NEW KING SHOWS UP LATE

Seven weeks after his father's death, Talal, elder son of Jordan's assassinated King Abdullah, turned up by plane from Switzerland, where he had been under care for a nervous disorder. His belated appearance spiked

rumors his regent-brother Naif wanted the throne himself. Next day King Talal appeared in public with the Arab Legion's British Glubb Pasha (left), his son Hussein and almost-king Naif (on top step, right).



## KILTED PRINCE HAS HIS FLING

Living in Scotland has had a startling effect on bonnie Prince Wossen Seged, 4, Grandson of Ethiopia's Haile Selassie. He not only has learned to do a Highland fling, he wears a kilt of Clan MacBeth while doing it.



## KILTED KING SPORTS A CROOK

Vacationing for his health in Scotland, George VI came to the Braemar Games wearing a kilt of a newly designed tartan and sporting a crook. Then, still ailing, he flew back to London to see his worried doctors.

Feel it! See it!  
The Grooming  
"Plus" you get  
with Vitalis

Discover for yourself the stimulating, refreshing tingle Vitalis gives your scalp. Then see the neat, well-cared-for, masculine look it gives your hair.



FEEL the difference  
in your scalp—

50 seconds' brisk massage with stimulating Vitalis and you FEEL the difference in your scalp—prevent dryness, rout embarrassing flaky dandruff.



SEE the difference  
in your hair!

Then 10 seconds to comb and you SEE the difference in your hair—far handsomer, healthier-looking, neatly groomed. Ask your barber. Get a bottle of Vitalis at your drug counter today.

Use  
**Vitalis**  
and the  
"60-Second  
Workout"



A Product of Bristol-Myers

### ALSO VITALIS HAIR CREAM

for Cream Tonic Fans... lighter-bodied than ordinary cream oils. No heavy film, no sticky comb, no messy hands.

CONTINUED ON NEXT PAGE





How to "cut down on smoking"



without giving up a single cigarette!

■ You can cut down on nicotine and tars without making yourself a nervous wreck!

The amazing Denicotea Holder makes it easy for you—filters the smoke of your favorite cigarette—literally "sponges up" nicotine and tars. You can actually see the irritants it removes—and be glad they can't reach, can't harm your nose throat, sinuses—or lungs!

Recommended by many physicians and dentists.



Aluminum ejector model, 2.50  
Longer model, with gold tone ejector, 3.50

**dunhill**  
**DE-NICOTEA**  
**FILTER HOLDER**



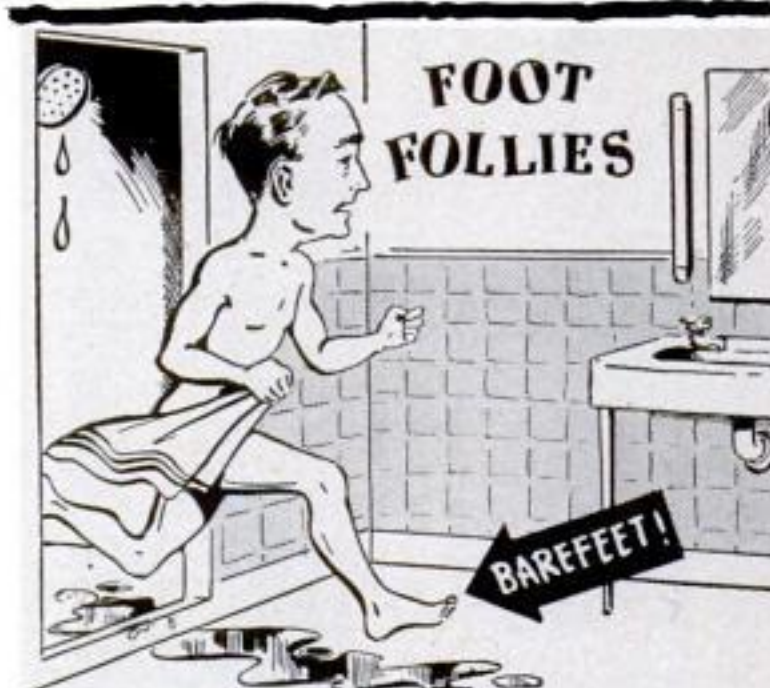
### HAPPY GREEK SOLDIER GREETES VOTERS

As commander of Greece's army in 1949, Field Marshal Alexander Papagos led the campaign that broke the Red guerrilla movement. Two months ago, having decided he would like to be premier, Papagos embarked on a new campaign. First he organized a new right-wing party. Then he set off by train to meet his countrymen (above), proclaiming "it is wrong to expect everything from the Americans." In last week's election he polled more votes than any other party but faced the possibility that an opposition coalition would keep him from being premier.



### GRIEVING ACTOR MOURNS WIFE'S DEATH

The marriage of Actress Maria Montez and French Actor Jean Pierre Aumont, except for one brief separation, had been a happy one. Last week in Paris at the funeral of his wife, who died in a reducing bath, Aumont registered deeper grief than any role could possibly demand.



Out leaps father about to put feet in danger of ATHLETE'S FOOT. No "hurdler" he, bare feet go "splash" Use Sani-Treads 'stead of "Shower-room dash!"

Isolate feet from germs with inexpensive, disposable Sani-Treads, the original paper slippers creped for added comfort. Also help prevent slipping in shower or tub. Used in leading clubs, baths and beauty salons for 30 years. Adult's or child's size. Send 25c for 6 pairs. For \$1.00 total we will include with slippers regular \$1.00 can of Sani-Tread Powder, sensational new medication for Athlete's Foot. Hubbs & Howe Co., 1712 Elmwood Ave., Buffalo 7, N. Y.

**SANI-TREADS**

America's Largest Selling Sloe Gin



60 Proof — Mr. Boston Distiller Inc., Boston, Massachusetts



**Brighter Shines**  
with

**1/2 THE RUBBING**

COVERS SCUFF MARKS!  
GIVES SHOES RICHER COLOR!

Black • Tan • Brown  
Blue • Dark Tan  
Mid-Tan • Oxblood  
Mahogany • and  
Neutral

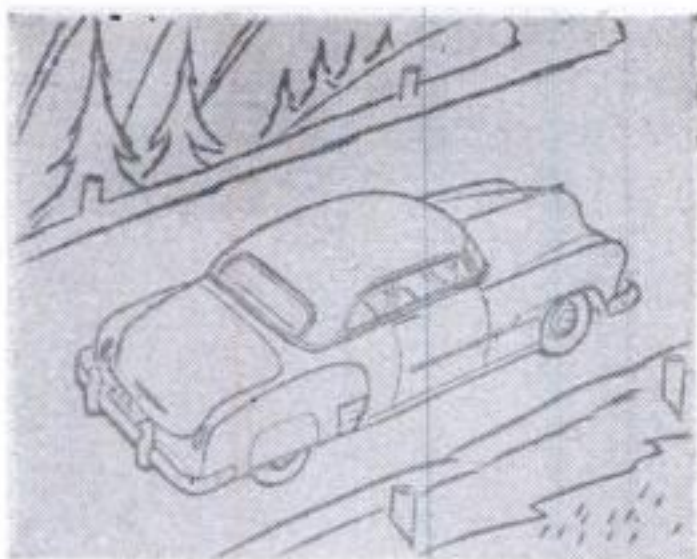
Ask any G.I. about

**KIWI**  
(KEE-WEE)  
**SHOE POLISH**

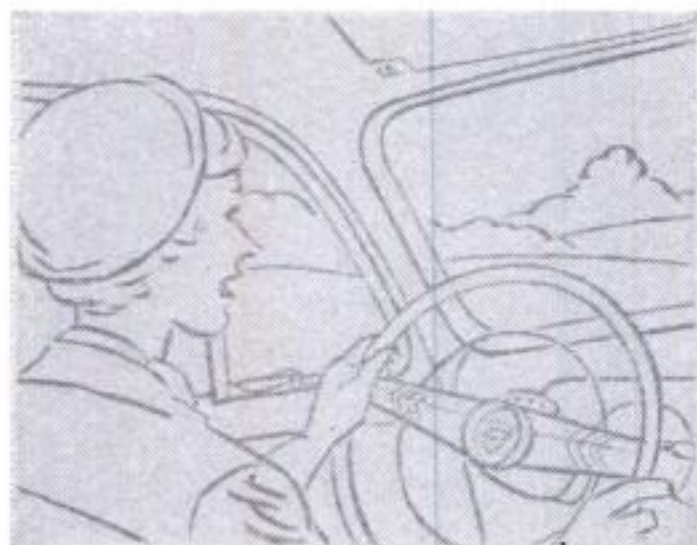


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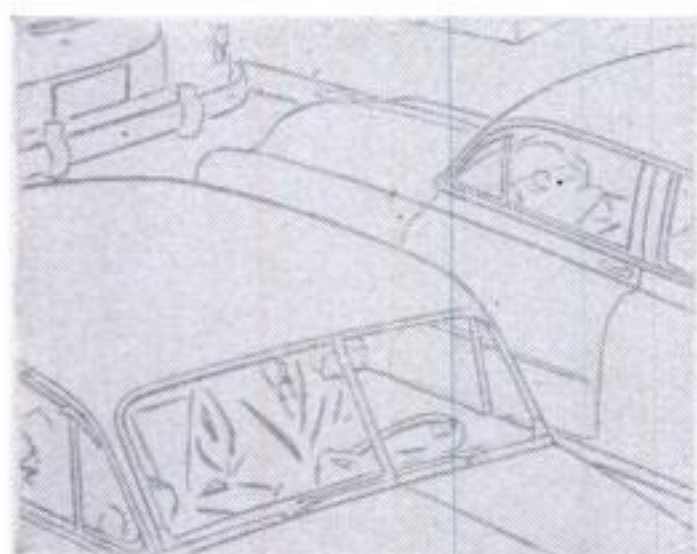
*Discover Velvet Velocity!*



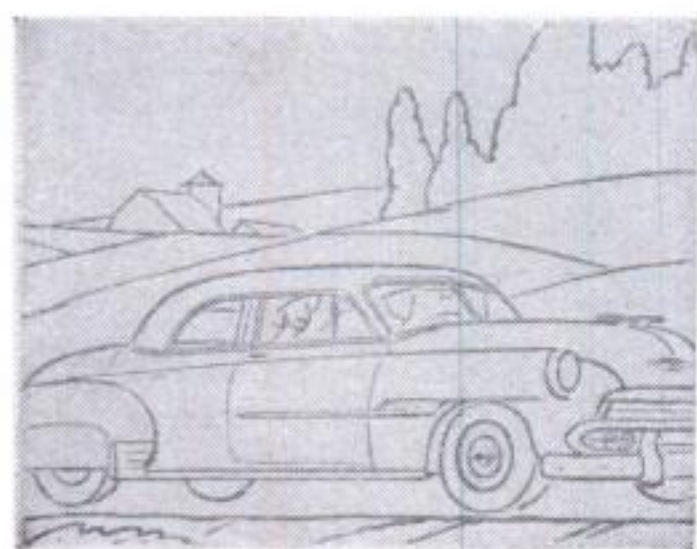
*See how easy driving is!*



The Styleline De Luxe 2-Door Sedan  
(Continuation of standard equipment and trim illustrated is dependent on availability of material.)



*Take traffic in stride!*



*Cruise the highways!*

You're about to take  
a "Discovery Drive"  
in a smart new Powerglide\* Chevrolet.

You start the engine,  
slip the control lever to "Drive,"  
and your "work" is done!  
Just press the accelerator to go,  
press the brake pedal to stop!

There's no clutch pedal . . .  
nothing to do with your hands  
but steer the car!

In less time than it takes to tell,  
you're the complete master

of this thrilling new way to drive . . .  
this *velvet velocity* that provides  
a smooth, unbroken flow of power  
at all speed ranges.

For Powerglide is something special . . .  
special 105-h.p. engine,  
special EconoMiser rear axle  
and extra-special automatic transmission.

It's waiting for you at your dealer's, *now!*

Chevrolet Division of General Motors,  
Detroit 2, Michigan

\*Combination of Powerglide automatic transmission and 105-h.p.  
Valve-in-Head engine optional on De Luxe models at extra cost.

**MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!**





*It's softer  
by far - and  
yet so strong!*

You'll love its extra softness and appreciate its extra strength! Yes, Soft-Weve combines both of these "must" qualities in a bathroom tissue that's actually clothlike in texture. No wonder it's often called "water-woven"! Why not try Soft-Weve next time?



*Cleansing tissue soft...  
yet toilet tissue firm ...because it's double!*

"Soft-Weve," "Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



*Scottie's*  
are softies!

\* another tissue by **Scott** that's "soft as old linen"

## PEOPLE CONTINUED

ONCE UPON A TIME—  
A FEW MONTHS AGO,  
THAT IS—MARRIAGE  
SEEMED NEAR FOR  
FRANCHOT TONE AND  
BARBARA PAYTON...



... WHEN ONE DAY  
BARBARA GOT A LOOK  
AT THE MUSCLES OF  
TOM NEAL (LEFT, IN  
A MOVIE ROLE) AND  
CHANGED HER MIND.



THEN NEAL AND  
BARBARA WERE SEEN  
IN ALL THE BETTER  
PLACES—AND EVEN  
ANNOUNCED THEIR  
ENGAGEMENT. BUT...

## THERE WAS NO HAPPY ENDING

Barbara's scheduled wedding day wasn't quite the way she planned it. Before dawn at Barbara's home, Neal, 37, encountered Tone, 46, who had had a date with Barbara. Tone wound up with a broken nose and a concussion, Barbara with a black eye, Neal with a broken romance.



## THERE WAS MUSIC (MUSIC?) IN KOREA

When his plane was forced to land at a U.S. Marine base, Korean President Syngman Rhee was glad to accept American hospitality and go along with an American gag. While Lieut. General John Coulter blew a trumpet, President Rhee pounded out a solid beat on the trap drums.



# Bisquick can help you more than any other mix!



*Meal planning is so much easier with Bisquick to help you! Here, for example, are two quick, easy lunchtime suggestions . . . both delicious with jam or jelly!*

**Betty Crocker**

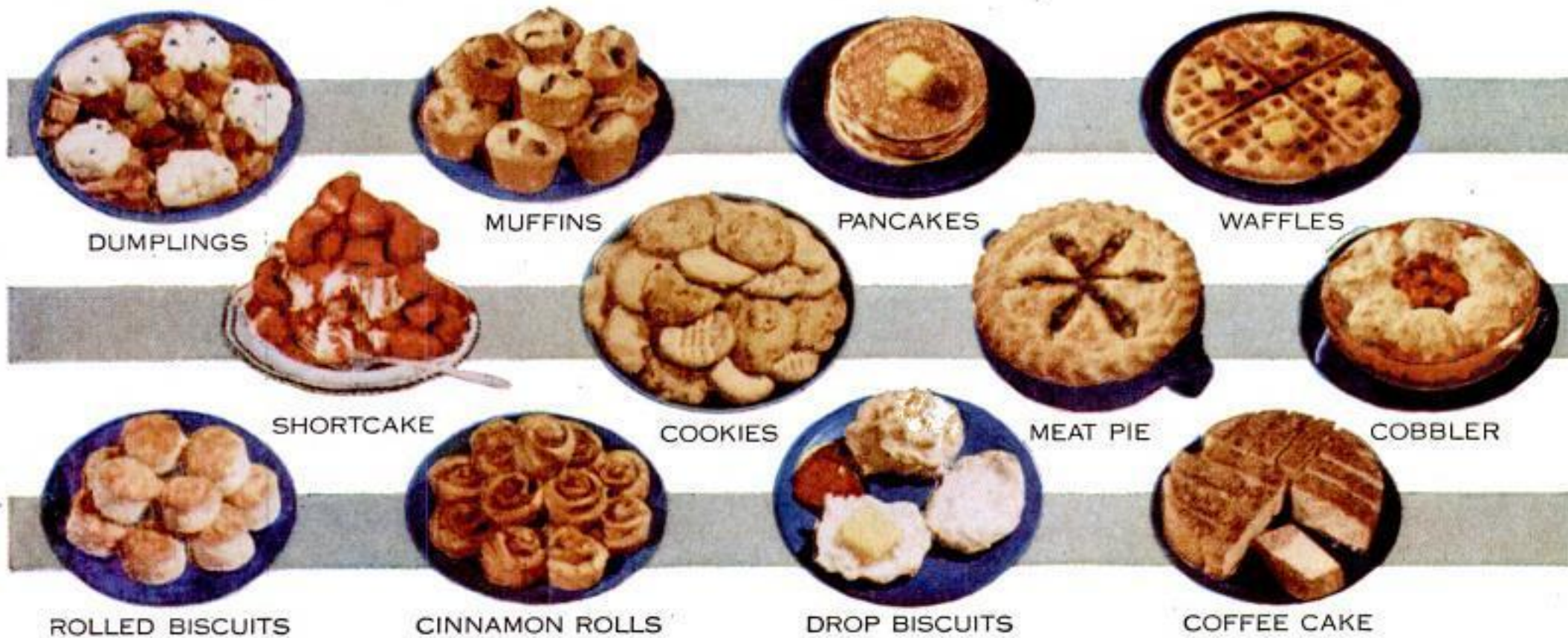
of General Mills

**BISCUITS AND JELLY**—the biscuits made with just milk and Bisquick! There's *no easier way* to make homemade biscuits. Just one of many ways Bisquick can help you more than any other baking mix!



**MUFFINS AND JELLY**—Bisquick muffins, made without sifting, blending or adding shortening. Bisquick does half your work for you! And rich, tender Bis-

quick muffins are actually thriftier to make than muffins made by harder, slower regular methods. Next time you want muffins—Reach for the Bisquick.



**GENUINE HAND-CUT  
JAM & JELLY JAR 70¢**

Lovely, handmade, mold blown glass with cover. 4½ inches high. Delicately hand-cut in Queen Bess pattern motif. Yours, for 70¢ and 1 Bisquick boxtop!

**SPECIAL 60¢ OFFER FOR JAR!** Buy jam or jelly from your grocer—write your name and address, name of jam or jelly brand and grocer's name—mail with 60¢, and Bisquick boxtop to Bisquick, Box 413, Minneapolis, Minnesota. Offer's good only while supplies last.

**12**  
good things  
from one  
good mix...



**Bisquick**



# It's America's favorite ... Apple



see how  
flaky your  
crust can be!



Take a look at this apple pie and pull right up to the table! This is how flaky your crust can be... this is how delicate, this is how tender.

And fast? Great day! 4 minutes to mix it and roll it out!

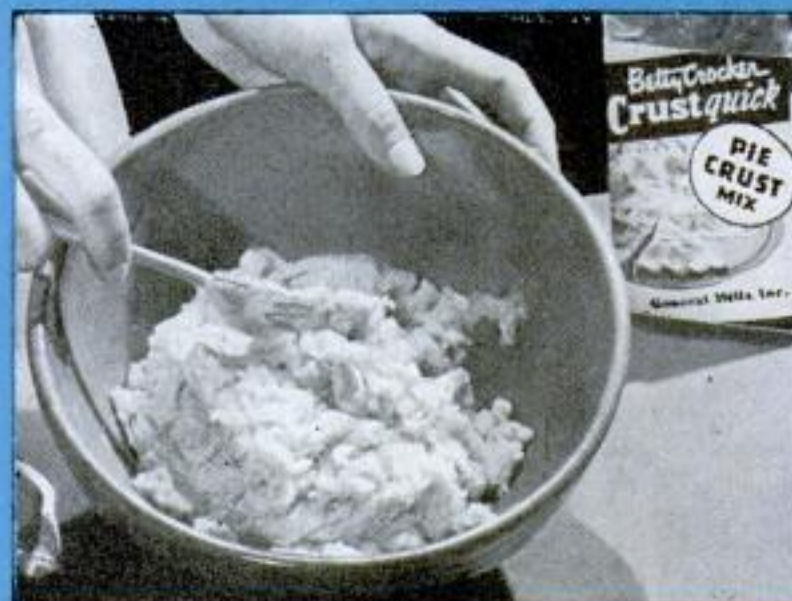
All you measure is the water. Add it to Crustquick, stir with a fork.

Look at those flakes again. Your pie crust will come out just like that. We promise. Try it, hm?



"HOW TO MIX AND ROLL  
Beautiful pie crust  
4 minutes easy—  
with Crustquick!"

Betty Crocker



**1** To mix a perfect pie crust: Follow Betty Crocker's directions on the Crustquick package. It takes just 90 seconds! No sifting, no cutting in. Notice the few utensils.



**2** To roll a perfect circle: Draw a circle on pastry cloth by tracing 1" outside around inverted pie pan. Roll pie dough to fit circle. Crustquick rolls faster, more easily.



**3** To make perfect apple filling: Use 6 to 7 cups tart apples, sliced thin for 8" pie. Mix with  $\frac{3}{4}$  to 1 cup sugar, 1 tsp. cinnamon or nutmeg. Serve apple pie with Kraft De Luxe Slices. That's eatin'!



Save 10¢ on Kraft De Luxe Slices of pasteurized processed cheese when you buy special coupon packages of Crustquick! Coupon worth 10¢ on your choice of any  $\frac{1}{2}$  lb. variety of Kraft De Luxe Slices, while special lasts.

# Crustquick

THE BETTY CROCKER PIE CRUST MIX



# Pie 'n' Cheese!



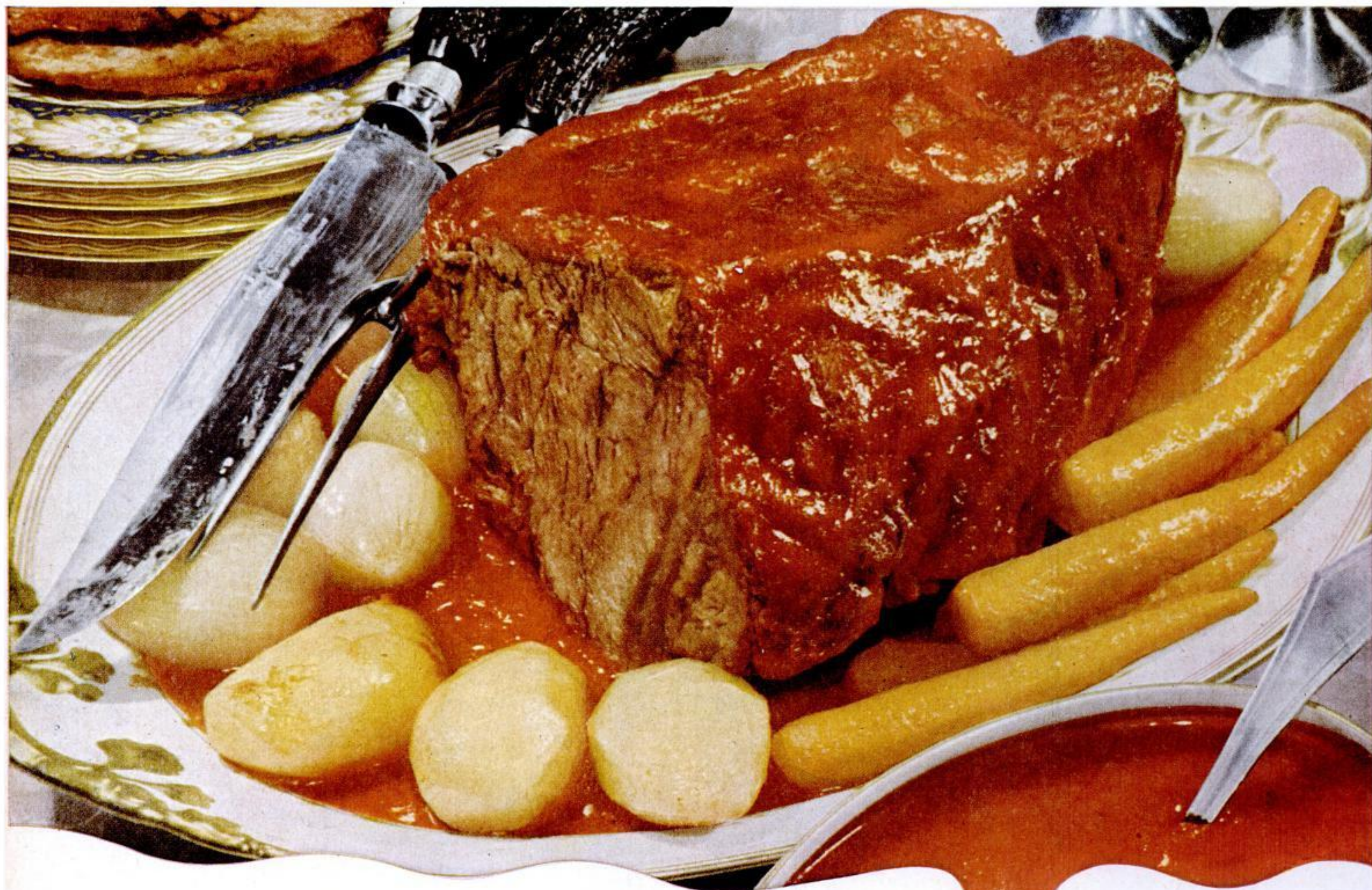
**8** delicious SLICES in this package  
cut, wrapped, sealed by Kraft



Handy Kraft De Luxe Slices—in either the *extra* mellow pasteurized process American cheese or sharper Old English Brand—are the natural-born mates of Crustquick easy pies! These are the slices that are always perfect—always extra good. Made a new way—sealed 8 big sandwich-slices to the  $\frac{1}{2}$  pound—they're ever-ready for all kinds of cheese treats. Cut 'em in half for pie.

Handy cheese treat with pie!  
**KRAFT DELUXE SLICES**





# Sunday Dinner Magic with a low-cost roast

*pot roasted with—*

## POT ROAST—Hunt Style

YOU'LL thank your lucky stars for the way Hunt's Tomato Sauce makes low-cost cuts of meat extra delicious!

It's Hunt's Kettle-simmered flavor that does the trick. All-tomato goodness—no starchy fillers! Costs just a few cents a can!

Choose the best buy in beef, according to your budget.

Get: 4 to 5 lbs. round, rump, chuck, or heel of round

Use a deep, heavy pan. Brown meat on all sides in:

1/4 cup drippings or shortening

Add: 2 medium onions, sliced  
2 cans Hunt's Tomato Sauce  
2 cups water 1 tsp. salt 8 cloves  
1/4 tsp. pepper 1/4 tsp. ginger

Cover tightly. Simmer over low heat 3 to 3 1/2 hours or till tender. The liquid will be rich and savory, thanks to Hunt's Tomato Sauce.

Add: 6 to 8 potatoes, pared and halved  
6 to 8 carrots, halved 1 tsp. salt

Cook 30 minutes longer till tender. Then—

Get ready for joy! Your delicious roast will serve 6 to 8 hungry people. And you'll decide to *always* keep Hunt's Tomato Sauce on hand—for stews, meat loaf, casseroles, spaghetti, leftovers.

Get Hunt's right away. Your grocer sells it for a few cents a can!



The only  
**KETTLE-SIMMERED**  
cooking sauce

## Hunt-for the best

Hunt Foods, Inc., Fullerton, California



For breakfast or dessert...

**HUNT'S HEAVENLY PEACHES**





WHELAN STANDS BEFORE HIS GRAIN ELEVATOR, A TALL BUILDING FOR ST. THOMAS



GOV. BRUNSDALE INTRODUCED SPEAKER WHELAN AT BISMARCK

## FROM NORTH DAKOTA TO NICARAGUA

"There's never been one ambassador from North Dakota, not in the 52 years since statehood," Senator William Langer (R., N.Dak.) has always complained in Washington. Last week voluble Bill Langer could complain no longer. Harry Truman had appointed friendly, red-haired, 56-year-old Thomas Whelan, wealthy farmer and grain-elevator operator of

St. Thomas, N.Dak., and former chairman of the Republican state central committee, to be U.S. ambassador to Nicaragua. Whelan was duly sworn in at the state capital (*above, right*), then returned to his native St. Thomas (pop. 600) for a celebration of the historic appointment. This included the presentation of a \$100 Stetson hat and \$200 movie camera, a three-

band concert, a parade and a free street dance. His appointment, said Tom Whelan, in modest acknowledgment of all this, was an honor not to himself but to the people of the Flickertail state. Only Mrs. Whelan had some reservations about the new job. She was afraid the platoon of servants assigned to the embassy wouldn't let her pursue her hobby, gardening.



500 POTATOES were converted to champagne cups for the reception at Bismarck.



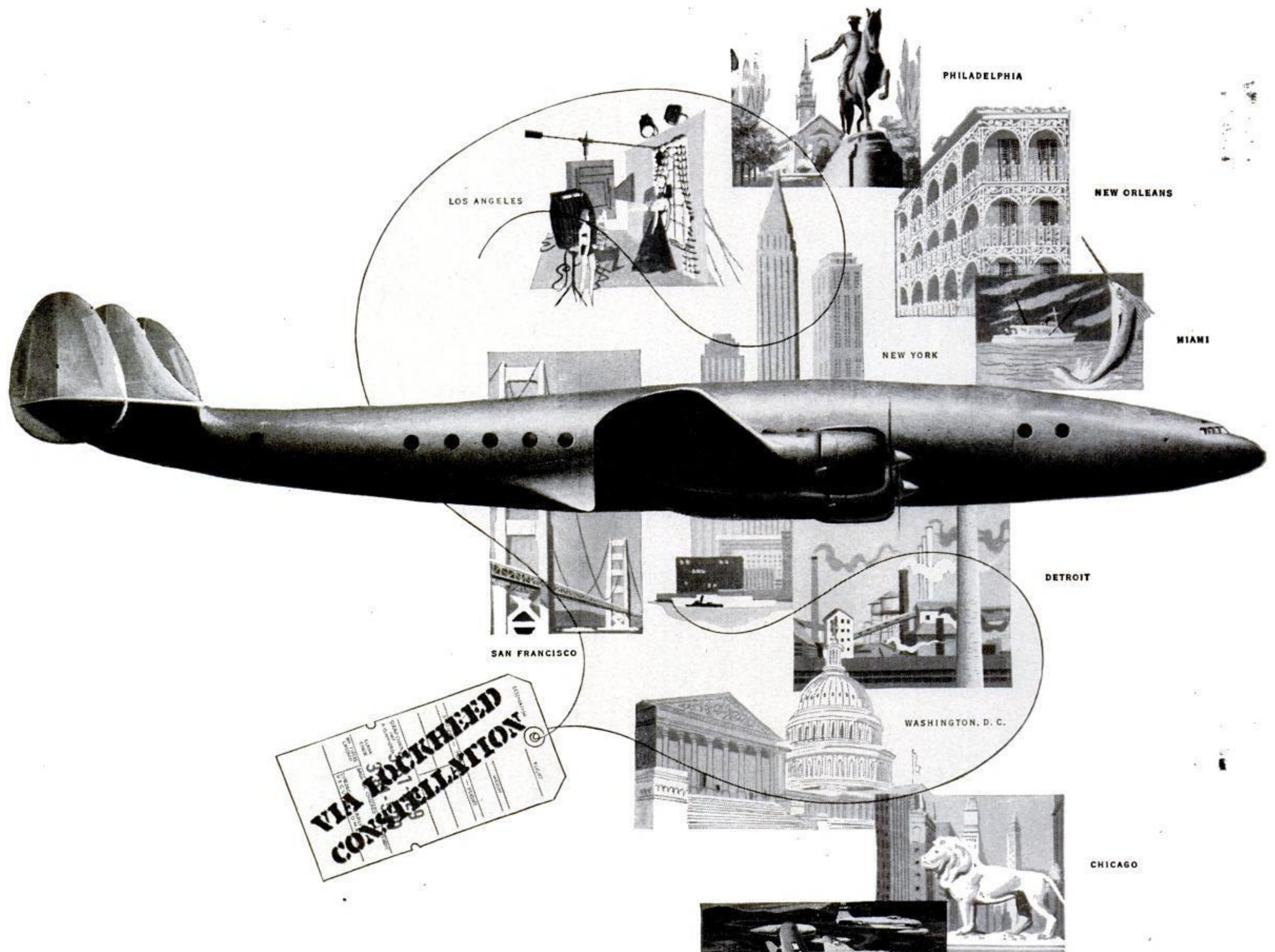
AMBASSADOR DRINKS from potato with friend Ray Dryden (*left*) at reception.



BIG HOMECOMING included afternoon ceremony. Many farmers, who were harvesting wheat earlier, got in for a dinner in the evening.



*Leadership demands constant achievement*



**Again this week!**

*Experienced Constellations will add another 3,057,600 miles to their Record of Dependability*

THAT'S FLYING EXPERIENCE—over 3 million miles—every week! Internationally famous, Constellations carry *more* people over more oceans and continents than any other *modern* transport. Experienced Constellation service also excels at home.

Four great domestic airlines now offer dependable Constellation service to principal U.S. cities! Next time you travel in the U.S. or abroad, be sure you go on the airlines that fly experienced Constellations.



**KOREAN BOOMERANG**—Like Lockheed's famous Hudson Bomber ("Old Boomerang") of WW II, the F-80 Shooting Star has proved rugged in combat. The F-80 was given live ammunition tests, then built to take terrific battle damage yet return to base. In Korea it did exactly that... another "Boomerang."



**SCIENCE OF DEPENDABILITY**—Lockheed's new Electronics Building will house an advanced "Weather Laboratory," where every effect of weather (temperature extremes, pressure, humidity, fungus growth, etc.) can be studied firsthand...increasing the *experience* behind Lockheed dependability.

**Fly Constellations on These Airlines:**  
**IN THE U. S.**—Capital Airlines, Chicago & Southern Air Lines, Eastern Air Lines, Trans World Airlines.  
**OVERSEAS**—Air France, Air India International, Ltd., AVIANCA, B.O.A.C., Israel National Airlines, Ltd., KLM, Linea Aeropostal Venezolana, Pan American World Airways, Panair do Brasil, Qantas Empire Airways, South African Airways, TWA.

**Lockheed**

AIRCRAFT CORP., BURBANK, CALIF.

*Look to Lockheed for Leadership*



# ... SHE DIDN'T FEEL SORRY FOR HIM

Quadruple amputee marries girl who wrote him letter that was not gushy



BEVERLY SENT THIS PICTURE WITH LETTER

After both feet and all his fingers had been amputated because of frostbite suffered in Korea on the retreat from Changjin Reservoir, Pvt. Hubert Edward Reeves, 19, lay convalescing at his home in Joliet, Ill. last spring and listened to his mother read letters of sympathy people were sending him. The gushy tone of some annoyed him. "Throw that one away, Mom," he'd say. He was a lot luckier, he reasoned, than the ones who hadn't come back at all.

Then his mother read one letter that sounded different. "This isn't a letter of sympathy," it began. "It's a letter telling you how much I appreciate what you have done for our country." It was signed by Beverly Jean Hall of Wilmington, only 18 miles away, and it had her picture in it (left). Ed liked the letter. He also liked the picture. So he telephoned Beverly that day and asked her for a date. Confused and embarrassed, Beverly put him off, saying she had to work that night. So Ed asked his brother to drive him over to Wilmington that evening to see her at the soda fountain where she worked. Right away they seemed to get along, and they began seeing each other every night. One night in June, Ed said to her, "Beverly, I don't want you to feel sorry for me. I just want you to love me." Beverly said she didn't feel sorry for him and she did love him. Two weeks ago, in Joliet, they were married.



BEVERLY AND HUBERT REEVES COME DOWN THE AISLE OF JOLIET'S FIRST BAPTIST CHURCH AFTER THEIR MARRIAGE

## Torture My Stomach with Baking Soda?

### NEVER AGAIN!



Tums contain no soda. Cannot over-alkalize or cause acid rebound. Tums don't irritate delicate stomach or intestinal lining. At the first sign of acid indigestion — gas, heartburn — take one or two Tums like candy mints. Almost instantly Tums neutralize excess acid... soothe and settle upset stomach.



GUARANTEED TO CONTAIN NO SODA

### FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST SEE IF YOU DON'T FEEL BETTER

## "I HEAR THROUGH A BEAUTIFUL BROOCH!"



**NO outside microphone cord!**  
**NO clothes-rub noise!**

Thousands of people who are hard of hearing have discovered a wonderful new way to hear, through a tiny jeweled pin, worn anywhere as attractive costume jewelry, with no outside microphone cords! With this amazing new "Movable Ear", developed by Sonotone, you get un-muffled hearing, clothes-rub noise is eliminated. Nobody notices your deafness! Clip coupon now.

## SONOTONE

Dept. 509, Elmsford, N. Y.

### FREE!

Please send the new exciting booklet, "FASHION, Your Passport to Poise."

Name.....  
Address..... Apt.....  
City..... State.....

CONTINUED ON NEXT PAGE



"I want to keep in trim, so I  
**THROW AWAY  
NICOTINE**"

says N.Y. Yankees'  
**JERRY COLEMAN**,  
who smokes



## MEDICO Filter Pipes

You've heard a lot of talk about nicotine—and the harm it can do. Play safe—switch to **MEDICO Filtered Smoking**.

When the filter in Medico Pipes or Cigarette Holders turns brown, simply throw it away with all the nicotine, tars, juices and flakes it has trapped. Insert a fresh filter and your Medico smokes cooler and cleaner, sweeter and drier.

This filter makes such a difference in smoking pleasure, that Medico is the fastest selling pipe in America! Select your Medico today—throw away nicotine from now on!

JERRY COLEMAN, star second baseman of the NEW YORK YANKEES, says: "Nicotine will never get two strikes on me. I've switched to Medico Filter Pipes. Now I throw away all the nicotine that's trapped in the throw-away filter... and I enjoy pipe smoking more than ever."



### THEY PLAY SAFE with MEDICO FILTERED SMOKING



FRANKIE ALBERT, quarterback of San Francisco 49'ers, says: "Nicotine will never throw me for a loss. I've switched to Medico Filter Pipes, and throw away nicotine."



MIKE TURNESA, famed member of world's greatest golfing family says: "Nicotine had me stymied till I tried a Medico Filter Pipe. Now I throw away all the nicotine it traps."



**NEW: MEDICO CREST . . . \$300**  
Finest Medico ever made. Exquisite Burgundy finish.

Other amazing Medico values:

**MEDICO V. F. Q. . . \$200**

**MEDICO MEDALIST. . \$150**

**MEDICO Cigarette and Cigar Holders \$100**

Write for new 1952 Style Catalog L  
S.M. Frank & Co., Inc., 685 Fifth Ave., N.Y.

# MEDICO

## FILTER PIPES

NEW FOR CIGARETTE SMOKERS:

**MEDICO Filterette**  
DISPOSABLE CIGARETTE HOLDER

with the same wonderful filter **3 for 25¢**

## She Didn't Feel Sorry CONTINUED



**THE NEWLYWEDS** embraced after the wedding during a reception held at the local V.F.W. hall. Ed is now a patient at the Valley Forge Hospital in Phoenixville, near Philadelphia, where he is preparing to be outfitted with artificial fingers (three on each hand) and feet. "After that," says Ed, "we'll buy or build a house in Joliet and I think I can get into some kind of business."





Here's a houseful of good mixers ready for any occasion and anybody. See how extra-delicious those snacks and tidbits taste with Sparkling Canada Dry Water on hand to point up the flavor of your drinks. Drop-in callers or invited guests, Saturday night regulars or just the family... the whole crowd goes for Sparkling Canada Dry Water because it makes drinks—and everything else—taste better!

# Sparkling CANADA DRY WATER

*with Blend-ability\**  
makes drinks—and everything else—taste better

\*The ability to point up the flavor of any drink



Now! 'Dry Clean' your windows!

A PINT  
CLEANS 194  
WINDOWS



GOLD  
SEAL

# GLASSES

SPONGE  
IT ON—

—WIPE  
IT CLEAN

NEW  
HANDY SIZE  
29¢

No fuss—no muss—no water!

# WAX

CLEANS  
30 KINDS  
OF DIRT—

—IN  
30 SECONDS

DISSOLVES  
DIRT LIKE  
MAGIC



GOLD  
SEAL

three convenient sizes  
29¢ 59¢ 98¢

America's most popular window cleaner

SWELL  
FOR METALS,  
TOO!

"GLASS WAX" and GOLD SEAL are trademarks. Gold Seal Co., Bismarck, N. Dak.





IN PROVO'S FARRER SCHOOL, AN INOCULATION CENTER, PARENTS REASSURE DUBIOUS CHILDREN AS THEY WAIT TO CLIMB ON THE TABLE (RIGHT) FOR SHOTS

# PROJECT NEEDLE-LOLLIPOP

Utah children help test serum which may reduce effects of polio

Last week, as the case reports on polio crept slowly higher, U.S. doctors awaited the outcome of an important experiment launched in Utah County, Utah, with March of Dimes funds. There 5,768 children between the ages of 2 and 8 were inoculated in the first controlled mass test of a possible polio preventive. Half of the children were given injections of gamma globulin, an extract of human blood which has proved, in animal tests, to impart a partial, temporary resistance to the polio virus. The others were given an inactive serum substitute so that the incidence of polio in the two groups can be compared and the value of globulin determined. If the serum works in Utah County and a few other polio-plagued communities, it will be used

in epidemic areas all over the country. The serum will not cure polio. But should it prove able to make the crippling effects less severe, it will be the best weapon against polio yet devised.

To the children waiting in line for their shots (above) the value of the experiment seemed somewhat uncertain. They noted with gloomy curiosity the reactions of their friends as the inoculations were given but balanced this dismal evidence with the thought of the lollipops they would get afterward. Most of the youngsters took their place on the doctor's table with open if apprehensive minds. One fearless 3-year-old offered himself up with a display of valor reminiscent of a yellow jack volunteer. "I want a shot," he announced. "I don't want polio."



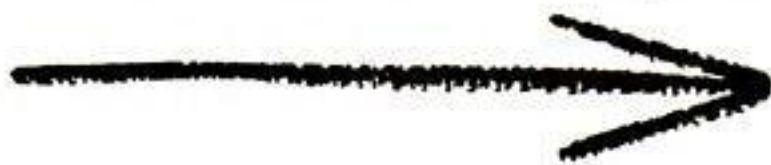
REAPING REWARD after shot, June Bateman, 6, and brother Merlin, 3, take lollipops from box.





A new shirt **FREE** if your  
**TruVal**  
**KANTFRAY**  
 collar

ever does this



the collar that's guaranteed  
 to outwear the shirt

Never again will you throw out a shirt because the collar's worn out! Tru-Val's revolutionary Kantfray collar is double-strength, won't wear out. The shirt itself is great, too—glistening white broadcloth, Sanforized to keep its fit permanently! Start getting maximum wear, maximum value from shirts with Tru-Val's Kantfray collar!

Choose the Kantfray collar on Tru-Val's

**PARAGON SHIRT \$2<sup>95</sup>**  
 Fairflex Shirt . . . \$3.50

Ask for the KANTFRAY Collar on these fine shirts at your local men's store, or write to

**TruVal**  
 281 Fifth Avenue, New York, N. Y.

Needle-Lollipop CONTINUED

## IN HINDSIGHT, IT WASN'T SO BAD

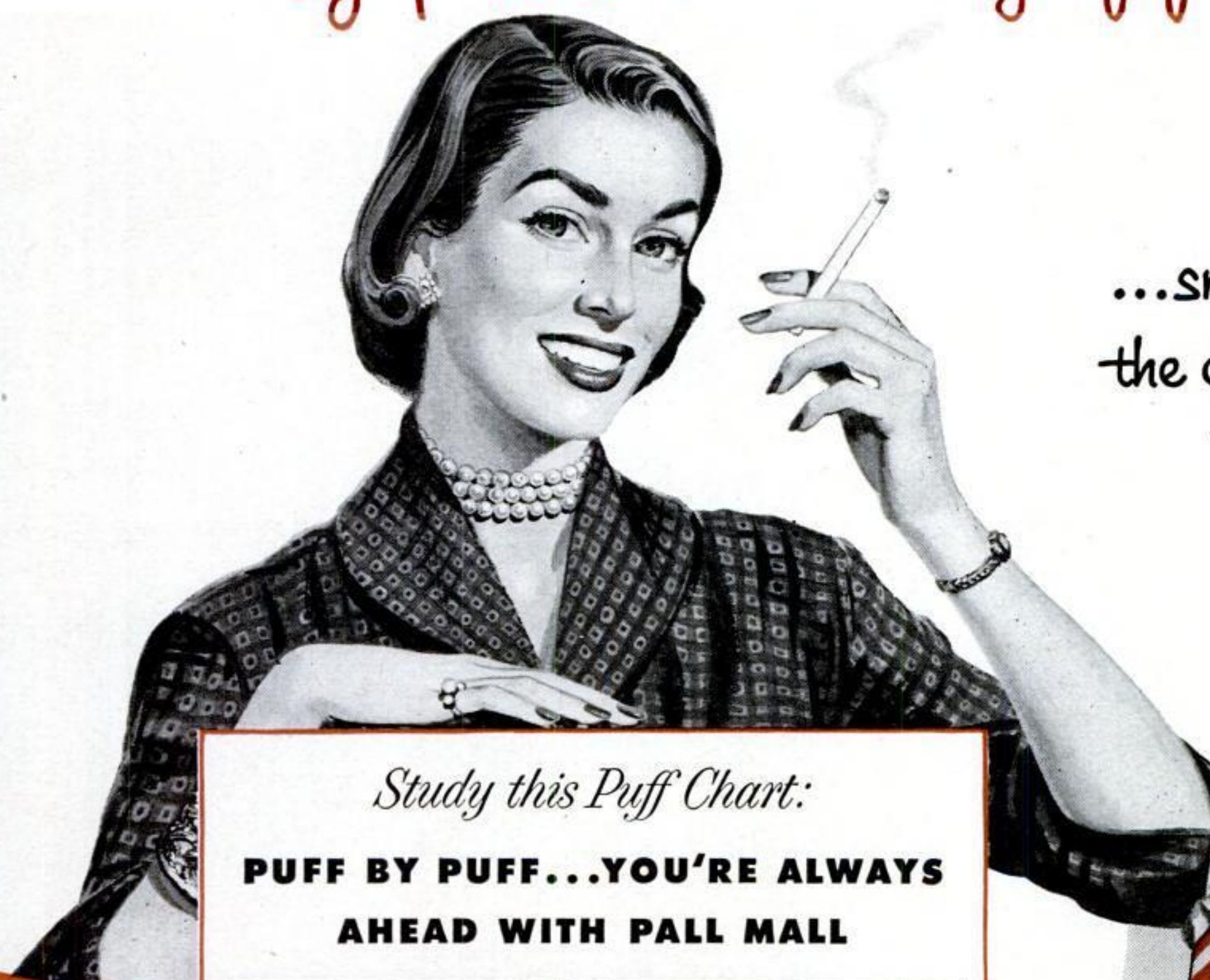
The small sting of the hypodermic needle evoked brief tears from the smallest children, indignant "ouches" from the middle-sized and stoic silence from a few sturdy folk of 7 or 8. But later, with their inoculations safely behind them, the young citizens of Provo strode proudly away, gripping their lollipops and reminiscently rubbing where it hurt.





# Guard Against Throat-Scratch

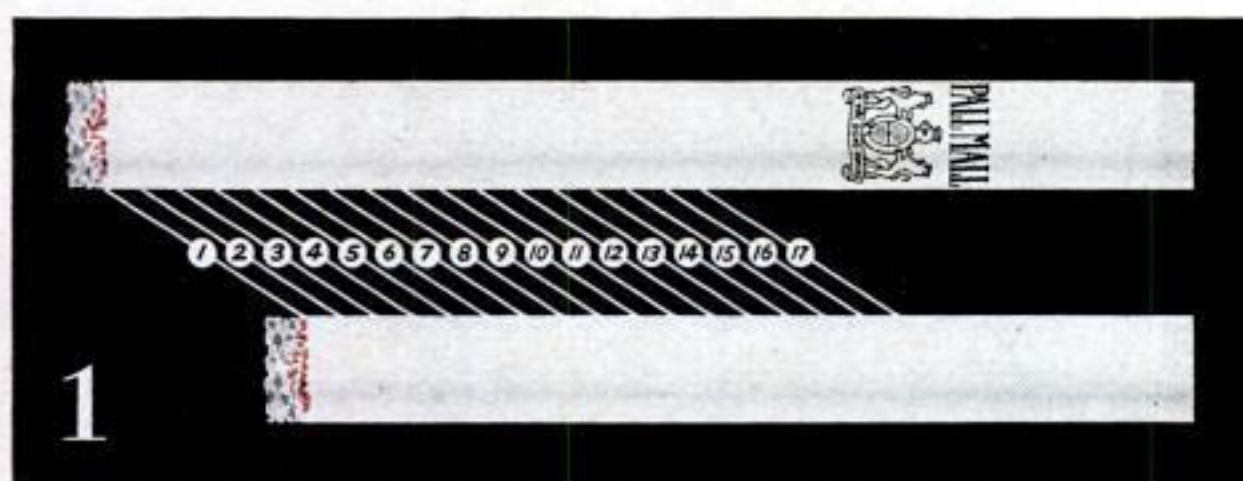
*enjoy the smooth smoking of fine tobaccos*



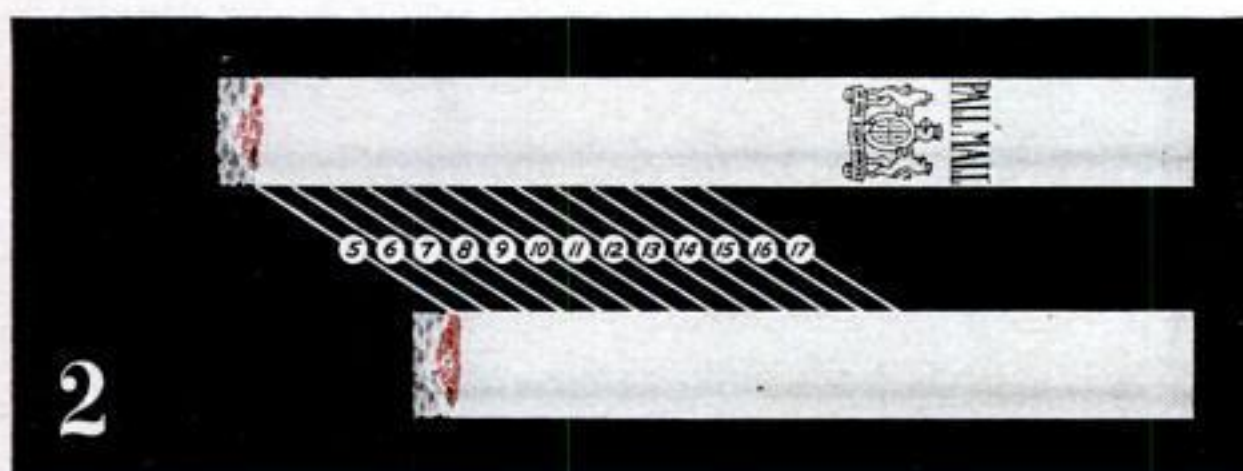
...smoke **PALL MALL**  
the cigarette whose mildness  
you can measure

*Study this Puff Chart:*

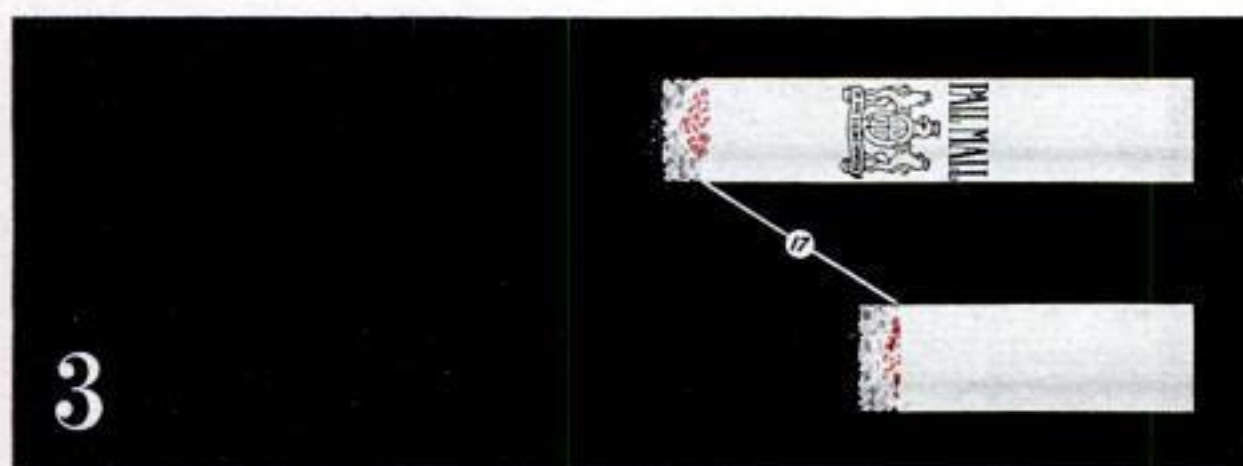
**PUFF BY PUFF...YOU'RE ALWAYS  
AHEAD WITH PALL MALL**



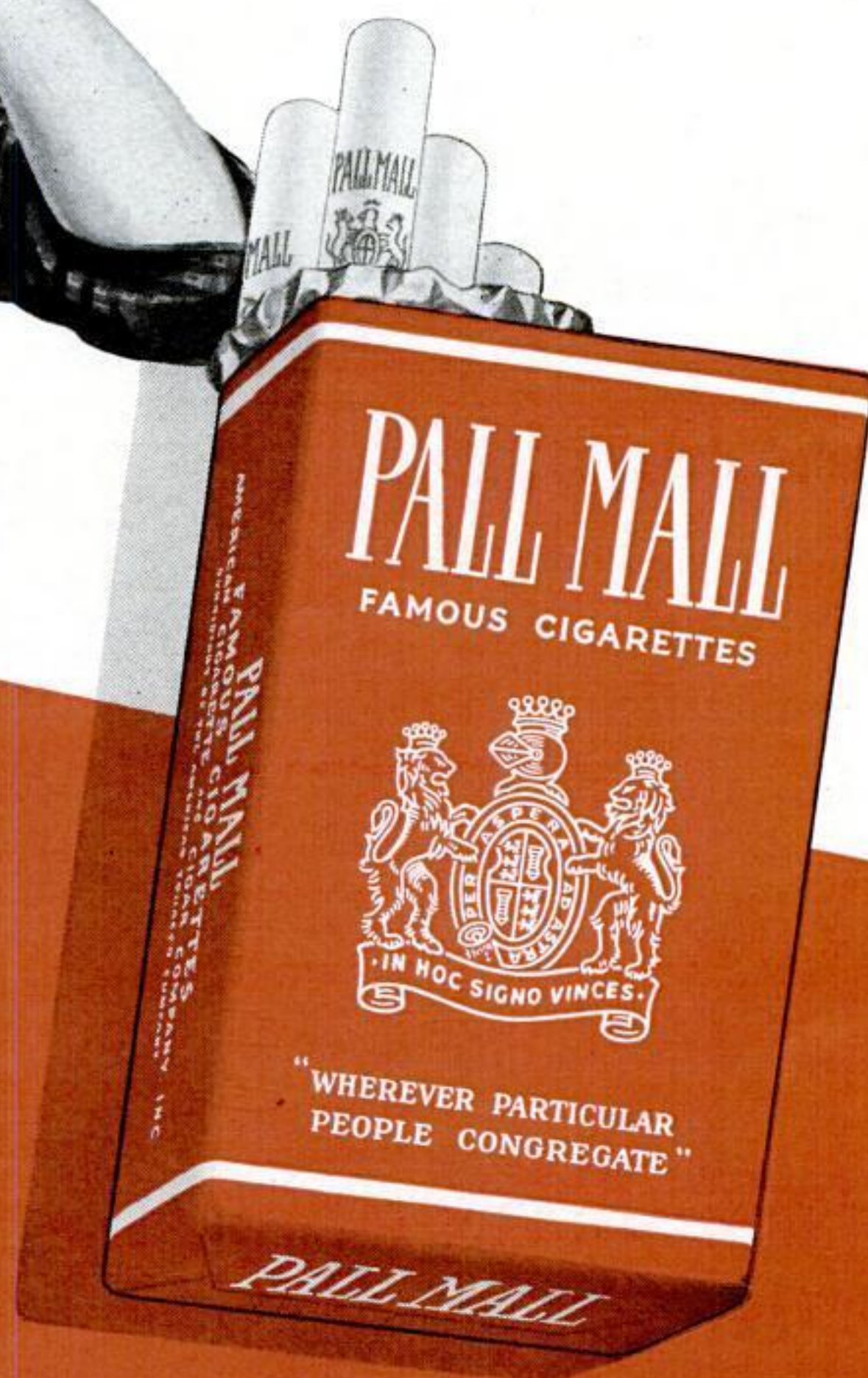
The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobaccos is filtered further.



After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.



Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

*Outstanding*  
...and they are mild!



**Now-added to the famous**

**Million Proof line—**

# RCA VICTOR's newest



**17-inch RCA Victor Bristol**—PICTURE POWER SUPER-SET with television's clearest, strongest pictures *double-locked* on screen for steady, relaxed viewing. Improved "Golden Throat" tone system. Dark maroon metal cabinet. Phono-jack for "Victrola" 45 Attachment. 17T153.



**17-inch RCA Victor Preston**—PICTURE POWER SUPER-SET with the simplest tuning ever. Automatic station-selector. New, electronic controls keep contrast and brilliance just as you want them. Handsome wood cabinet in choice of finishes. 17T155.

*Now 19 great Million Proof sets  
—all with quality already  
proven in millions of homes*



**17-inch RCA Victor Kendall**—PICTURE POWER SUPER-SET with the famous "Golden Throat" tone system with greater sensitivity. Simpler-than-ever tuning—when the picture's right, the sound is automatically perfect, too. Big speaker. 2-door cabinet in limed oak, walnut or mahogany finish with the fine simplicity of good modern design. 17T174.

"Victrola"—T.M. Reg. U. S. Pat. Off.

**19" York.** In fine-grained wood complete with console base. 9T105.



**19" Hillsdale.** Luxurious 2-door cabinet. 9T126.



**17" Highland.** 12-inch speaker. 7T112.

**17" Provincial.** Distinctive 2-door. 7T125.



**17" Newport.** Table model. Maroon metal. 7T103.



**14" Bentley.** Plastic maroon cabinet. 4T101.

**17" Kent.** Metal cabinet complete with wood console base. 7T104.

Choice of finishes—no extra charge for mahogany finish.



**17" Rutland.** Radio, all record speeds. 7T143.



**14" Somervell.** Radio, all record speeds. 4T141.



**17" Regency.** Richly grained cabinet. 7T123.



**17" Winston.** With "Victrola" 45 phonograph. 7T132.



**17" Fairfield.** 2-door cabinet. 7T122.



**17" Modern.** Ingenious swivel base. 7T124.



**19" Sedgwick.** Radio, all record speeds. 9T147.



**19" Provincial.** 4-door cabinet. 9T128.

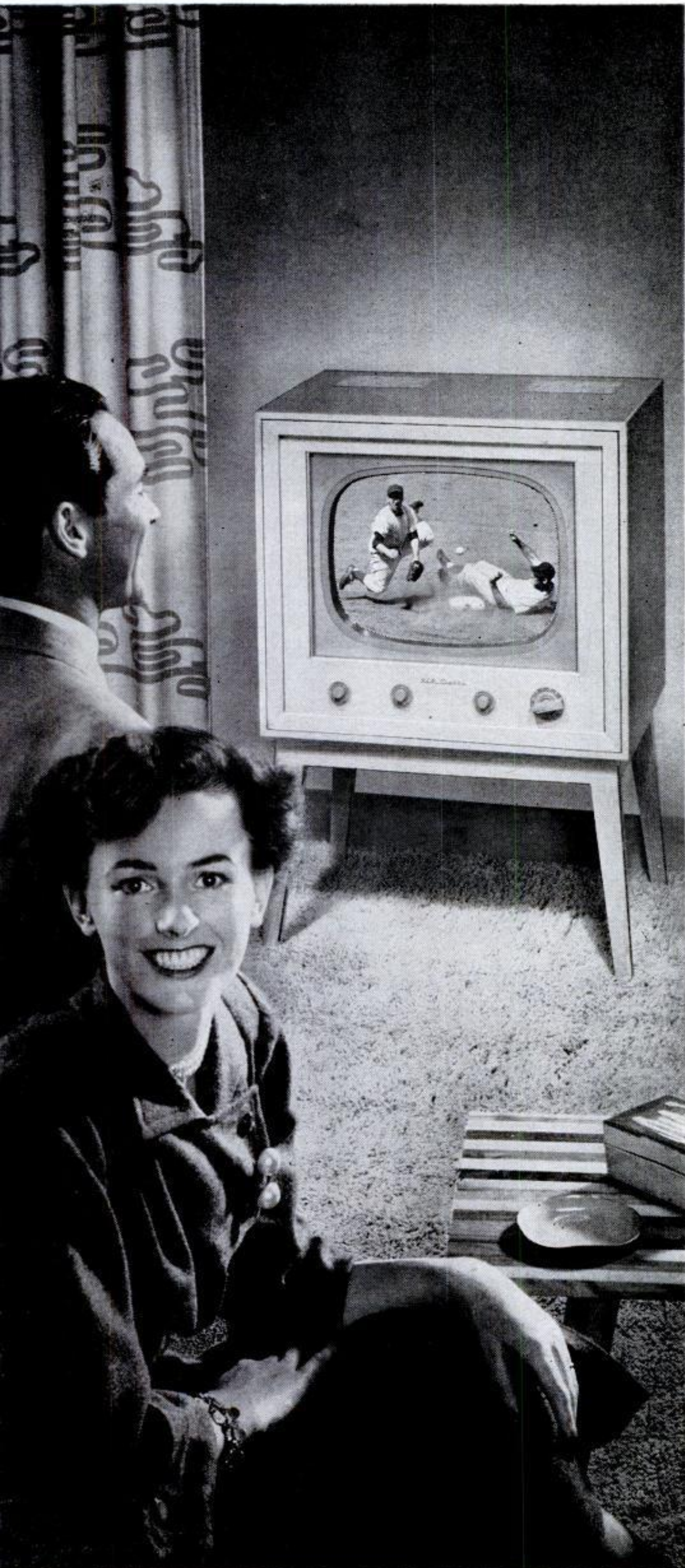
*Spectacular savings make RCA Victor more than ever your best buy!*

*See your dealer—TODAY!*

Watch "Kukla, Fran and Ollie," Monday through Friday over your NBC television station.



# achievement—super-sets with



## Picture Power!

FROM THE ELECTRONIC SUPER CHARGER

*Revolutionary new super-powered television especially designed for even the most difficult reception areas.*

• For years, television engineers all over the world have sought to design a television set that would deliver strong, clear pictures in every reception area, regardless of interference or distance from the sending station.

Now RCA Victor adds this long-looked-for achievement to its famous Million Proof television line—with new “super-sets” that bring you, for the first time, PICTURE POWER.

The secret behind Picture Power is an electronic supercharger, a new “circuit system” which supplies every new RCA Victor set with a hidden reserve of automatic power. Far in the country or deep in the city, the supercharger will automatically compensate for location and reduce interference. In these new RCA Victor receivers, you always get the strongest, clearest pictures . . . you always get Picture Power.

*If you live where good reception*

*seems impossible—then this new super-powered television was designed for you.*

*If you're a television holdout—then here's the “something better” you've been waiting for!*

*If you own a small-screen set—now's the time to replace it. The bigger the screen, the better you see the superiority of the sharp, strong pictures the super-charger delivers.*

No printed page can even begin to do justice to this new super-powered television. See it—now—at your RCA Victor dealer's.

• • •

*Remember only RCA Victor owners can buy the RCA Victor Factory-Service Contract for expert installation and maintenance. Buy it with your set. If you already own an RCA Victor set without this protection, call the RCA Service Company for a maintenance contract now.*

# RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



17-inch RCA Victor Hampton—PICTURE POWER SUPER-SET console. New styling, new power—Million Proof quality, proven in millions of homes! 17T160.

World Leader in Radio . . . First in Recorded Music . . . First in Television



# one stroke wipes it clean

At last! A blind that wipes out a top housekeeping headache... because

it wipes clean with just a damp cloth!

Supple plastic tapes

won't shrink, stretch or fade...

spring-tempered aluminum

slats snap back to shape,

refuse to chip,

crack or peel. Why put up with ordinary blinds?

See your custom dealer... and put up Flexalum!

venetian blinds

## new

custom-made with  
*Flexalum*

## plastic tape

and Flexalum spring-tempered

aluminum slats

also in packages

...so you can retape your own blinds



Send for FREE booklet—"How to choose your venetian blinds". WRITE DEPT.

D24, HUNTER DOUGLAS CORP., Riverside, Cal., or 150 B'way, N.Y. • HUNTER DOUGLAS LIMITED, Montreal, Que.





**CHEMISTS' DEBATE** began when M. L. Huggins (left) claimed part of Pauling's theory was like one Huggins advanced in 1943, ended after Pauling (right) pointed out distinct differences in the two.

# CHEMISTS SOLVE A GREAT MYSTERY

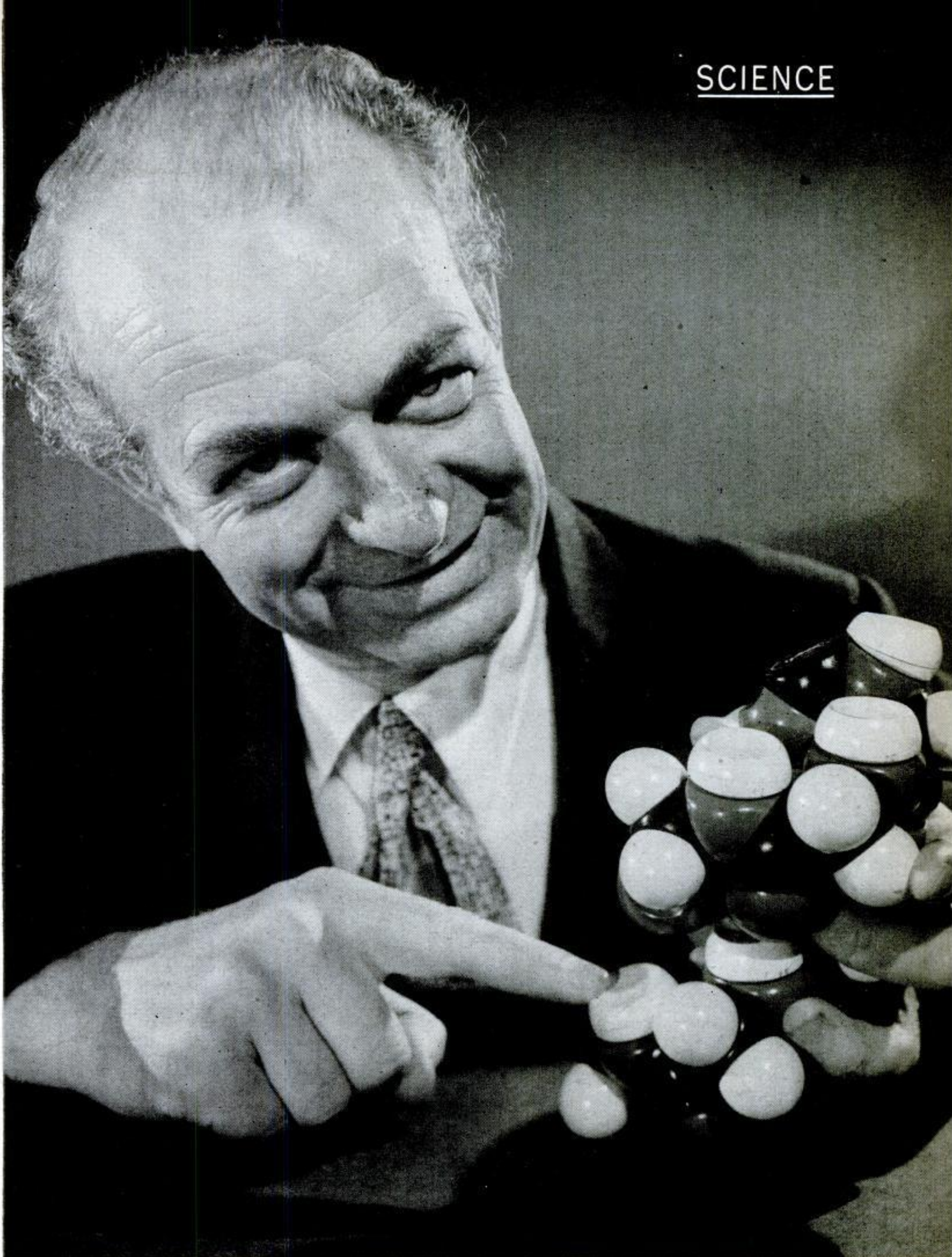
## Protein structure is determined

In New York the 16,000 scholars from 43 nations who made the World Chemical Conclave the largest assembly of scientists in history were given details of one of the most important biochemical discoveries in history: Chemist Linus Pauling of California Institute of Technology revealed that he and Robert Corey had found the structure of a protein molecule.

Scientists have been trying for 75 years to unravel the mystery of these molecules which are the principal constituents of protoplasm. In them is locked the unknown chemical process which distinguishes living matter from inert substance. Knowing their structure, scientists could hope to discover means of producing powerful new antitoxins, of preventing the malignant growth of protoplasm in cancer, and of controlling genetic mutations in plants, animals and man.

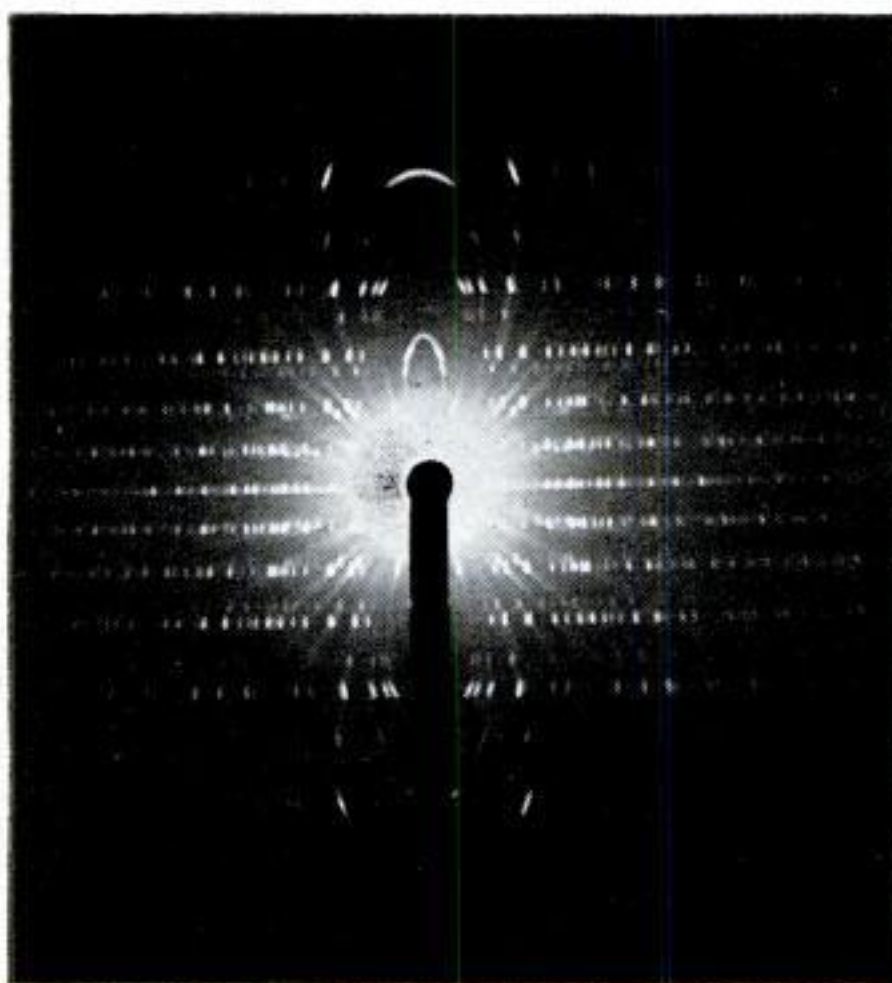
In 1900 Emil Fischer of Germany discovered that protein molecules were composed of thousands of atoms arranged in groups called amino acid residues which in turn were strung together in long chains called polypeptides. But chemists, baffled by the proteins' complex architecture, tried in vain to determine the configurations into which the polypeptide chains were folded or wrapped to form molecules.

Fourteen years ago Pauling and Corey began studying the amino acid residues which make up protein molecules found in muscle fiber and hair. From X-ray diffraction pictures of the acids (right) and of whole proteins they were able to calculate the ways the residues link up in protein molecules. Then to test their calculations they constructed wooden models, using colored balls to represent various kinds of atoms, and fitted them together like three-dimensional jigsaw puzzles. One of the configurations that resulted was the model of a molecule shown on the next page, which represents the Pauling-Corey answer to the 75-year mystery.

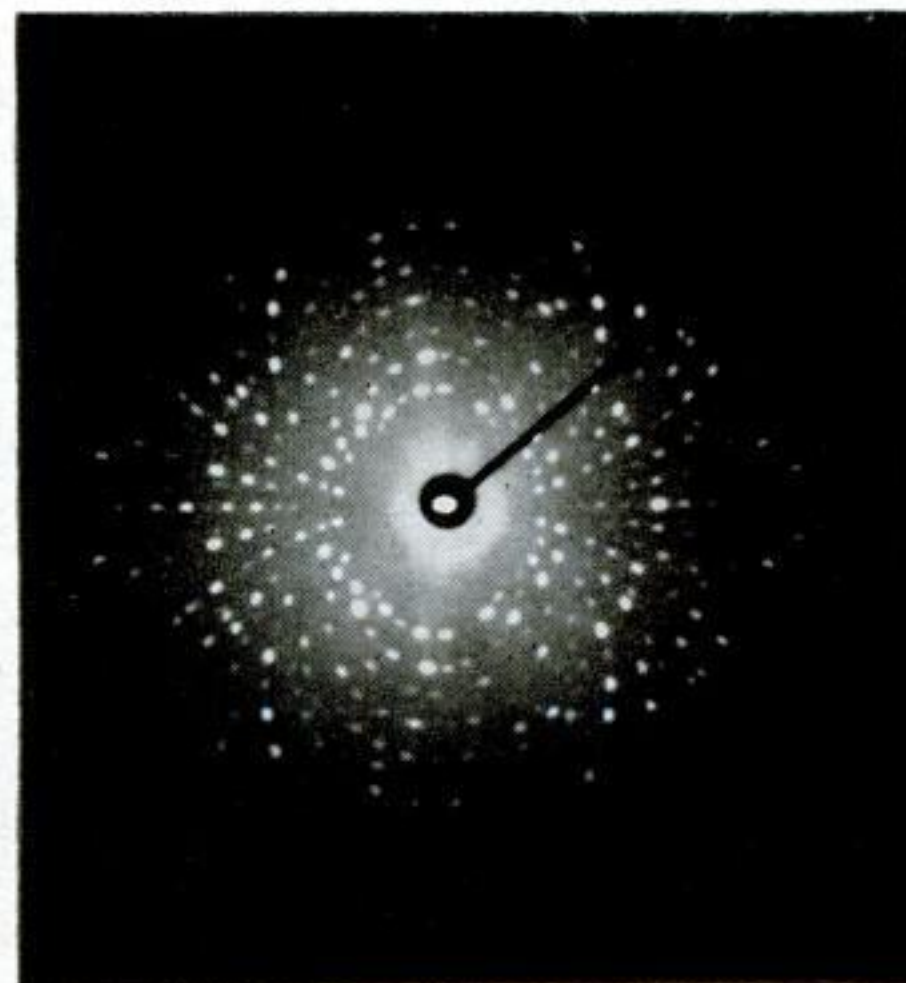


**DISCOVERER**, 50-year-old Professor Linus Pauling, holds wooden model showing atomic structure found in section of protein molecule. Pauling was acclaimed in 1931 as one of the great chemists of all

time for his Theory of Chemical Resonance upon which much of modern chemical knowledge is based. Soviet officials have violently attacked the theory as being idealistic, censured scientists who used it.

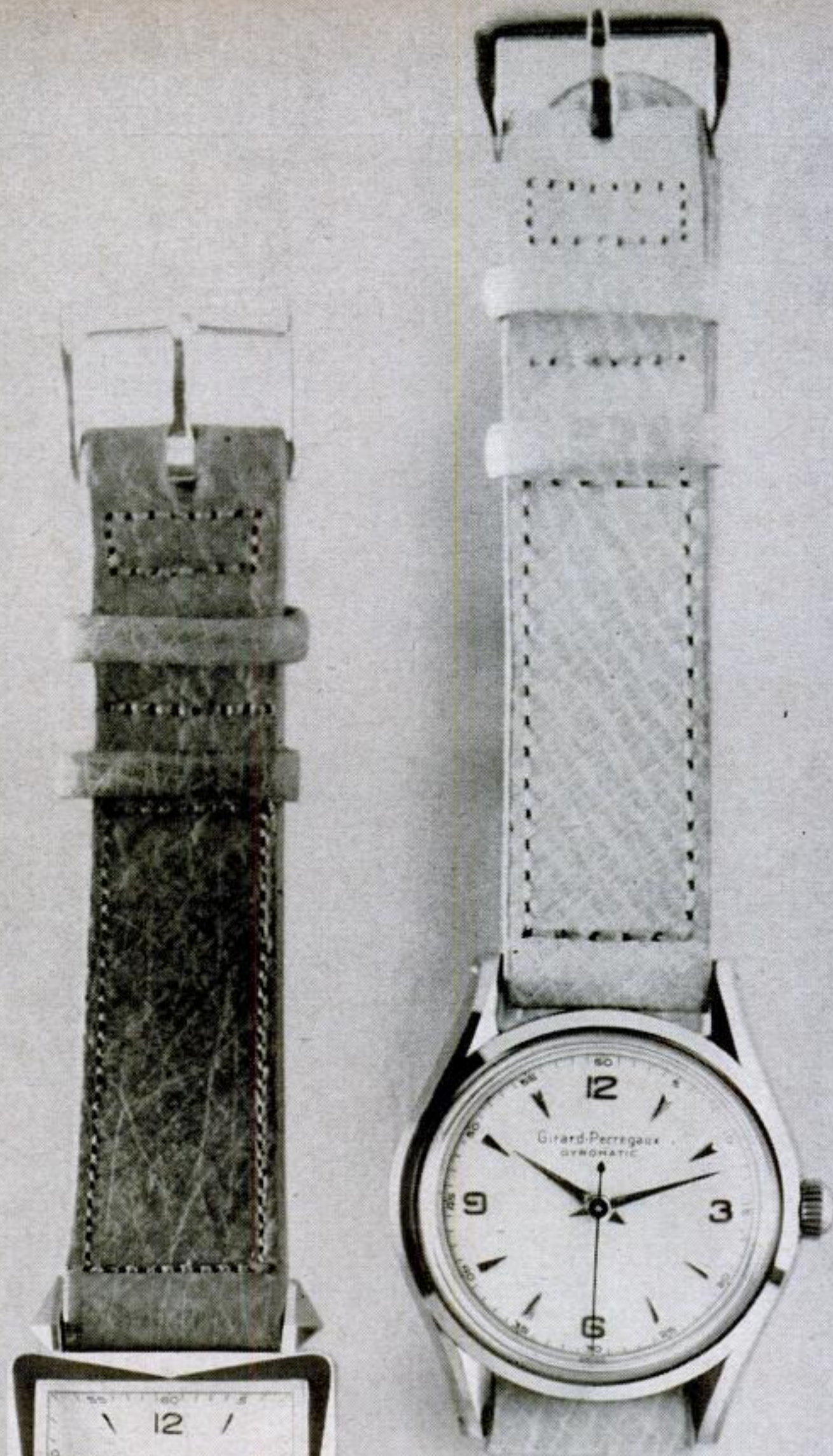


**ROWS OF ATOMS** in an amino acid crystal produce parallel lines of spots on X-ray film. The X-rays were beamed into the crystal while it was being rotated and were reflected onto film from its atoms.



**PLANES OF ATOMS** in stationary crystal of another acid make an elliptical pattern in X-ray diffraction picture. Way acids hook up in protein molecules is computed from spacing and intensity of spots.





*it winds itself  
it shrugs off shock  
the truly perfected watch  
of unceasing precision—*

**Gyromatic\***

Left: Gold filled, shock protected, self-winding. 17 jewels, \$71.50.


Right: Stainless steel, self-winding, shock protected and water resistant. 17 jewels, \$65.

Prices include Federal tax. Other G-P watches from \$45.  
At selected jewelers.

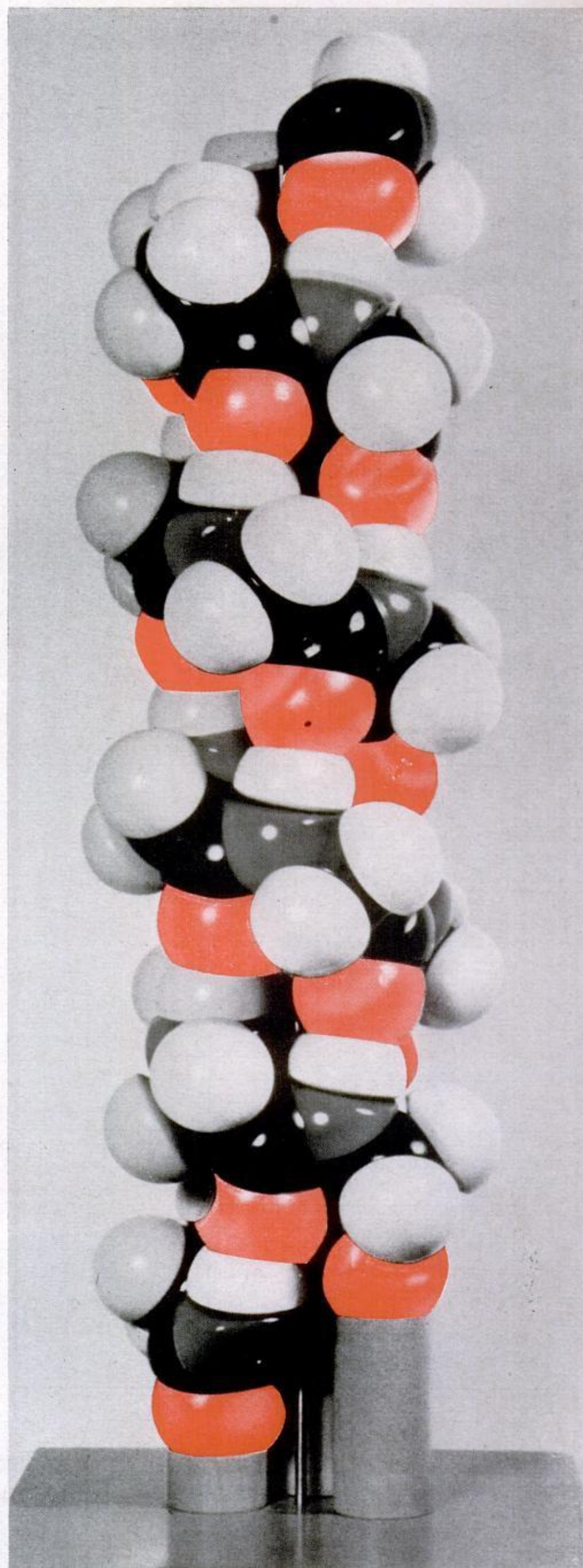
**GIRARD PERREGAUX**

*Fine watches since 1791*

30 Rockefeller Plaza, New York 20  
In Canada: Hamilton, Ontario

Official watch of Capital Airlines 

\*Reg. U.S. Pat. Off.



**MOLECULAR MODEL** shows the spiral configuration of atoms in a protein molecule present in muscle fiber. This wooden model, which is 3 feet tall, represents only 1/100 of the length of a molecule 1/70,000 inch long. White balls show the position of hydrogen atoms; red, oxygen atoms; black, carbon; gray, nitrogen. In actual molecule additional groups of atoms protrude from sides of structure but do not affect the basic spiral design of the core shown here. Pauling and Corey now have determined the atomic structure of three other types of protein molecules, will probably be able to discover many more.





We stick to our knittin'...

We're tobacco men  
not medicine men

**Old Gold** cures just one thing:  
the World's Best Tobacco!



If you're all balled up by medical claims for cigarettes, remember this: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



really  
light!



## New thousands enjoy the King of Blends

Any way you look at it—King is the world's *lightest* blend—for extra smoothness and mildness in your favorite drink! Actually *taste-engineered* for the thousands who prefer a really light whisky! Enjoy it today!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF.

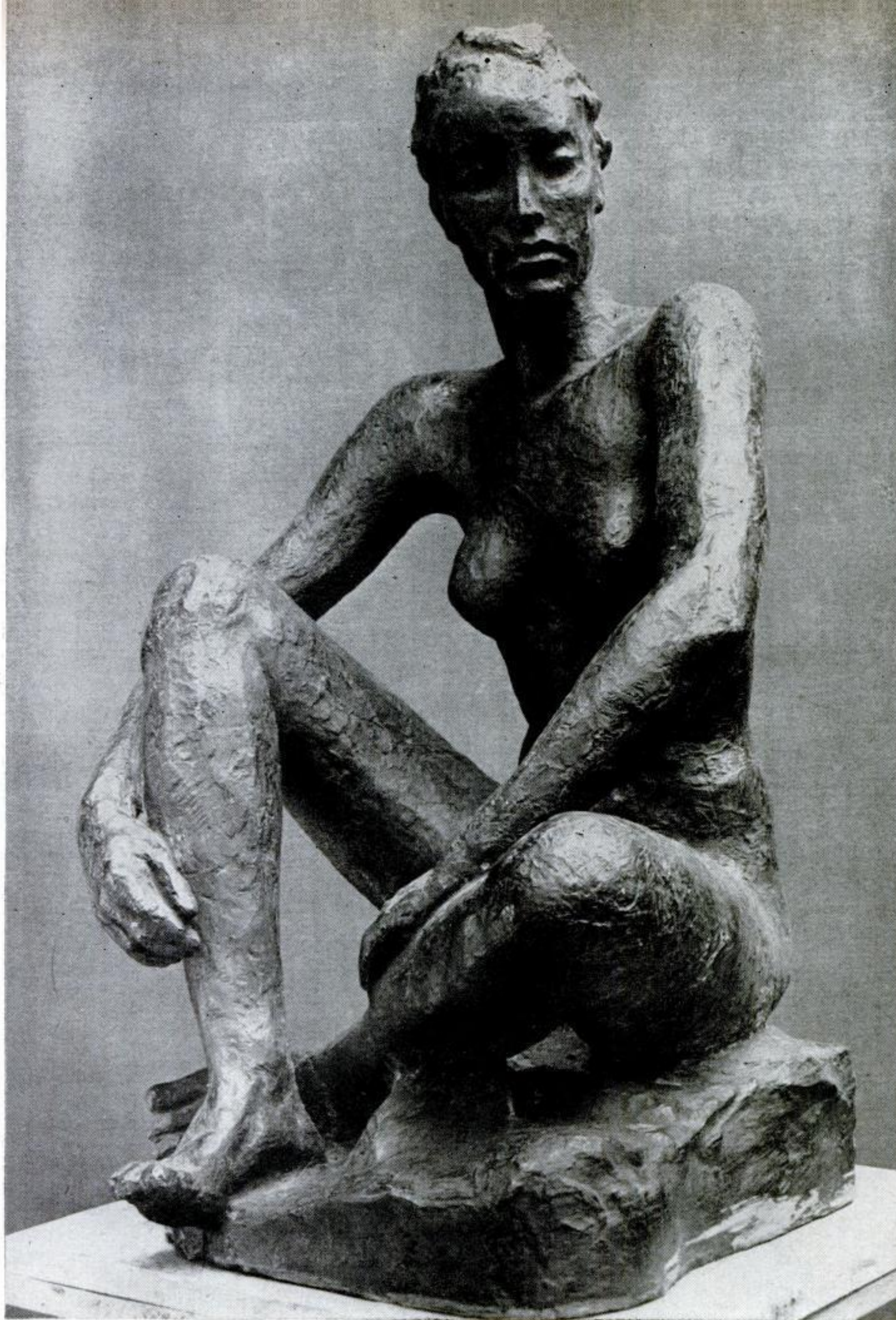
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

# KING



**STOLEN STATUE**, weighing 200 pounds, was cast in 1929. The museum from which it was taken is dedicated to memory of the artist, Georg Kolbe, who was famous for nudes and monuments. Kolbe died in 1947.

## JUNKMEN SAVE WORK OF ART



**CHOPPED-UP REMAINS** of statue was exhibited at museum before being melted for new statue. Sign explains original art piece was stolen and wrecked.

### Berlin scrap dealers salvage statue and reputations

Germany's critical shortage of metals has turned many of Berlin's junk dealers into "fences," trafficking in stolen doorknobs and nameplates. The reputation of the profession grew worse and then, last December, reached an all-time low when Georg Kolbe's popular statue, *The Large Sitting Woman* (above), was stolen from the Kolbe museum, chopped into pieces and sold to a junkman. Spurred by public outcry, police arrested the thieves and dealer. The cut-up metal was returned but there it lay for months in a dismal heap (left) because Margrit Schwartzkopff, the heart-broken curator, could not raise the 2,500 marks needed to recast the piece.

Then last March, Mrs. Schwartzkopff received a telephone call from Fritz Kaefert, a small junk dealer, wanting to know "whether this girl of yours couldn't be recast." Yes, replied the curator, she still had the original plaster model but no money. Well then, said Kaefert, he would restore the good name of Berlin's junk dealers by raising the money from among his colleagues. When the news got out, everybody wanted to help, including one Frau Grub, who sent a collection of coins belonging to her husband, who is missing in Russia. The coins weighed just one pound, enough for one foot of the nude, but Frau Grub was happy because the new statue "would contain something of somebody dear to me." It took weeks to recast the statue, largely from metal in the original work, but finally the job was done and the new *Sitting Woman* was dedicated at a solemn ceremony (next page). Now the junk dealers are almost heroes in the hearts of Berliners and the Siemens electrical equipment company has given a burglar alarm to the museum so that there will be no more thefts.





"I'm a week-end handyman. I find Boraxo does a thorough, fast job!"



"My dirty hands need more than just plain soap . . . Boraxo's the answer."

# THERE GOES THE DIRT... *FAST!*

You don't have to scrub your hands to get them really clean . . . use Boraxo! It gets off dirt in seconds . . . yet it's as easy on your hands as fine toilet soap . . . leaves hands smooth and well groomed. Buy the regular size, or the money-saving one-pound can.

**BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!**



Mother likes mild Boraxo for herself...for youngsters' hands and knees. Saves towels!



So easy to use . . . just pour fast-working Boraxo on wet hands...no hard rubbing.



In seconds Boraxo gets even nails clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

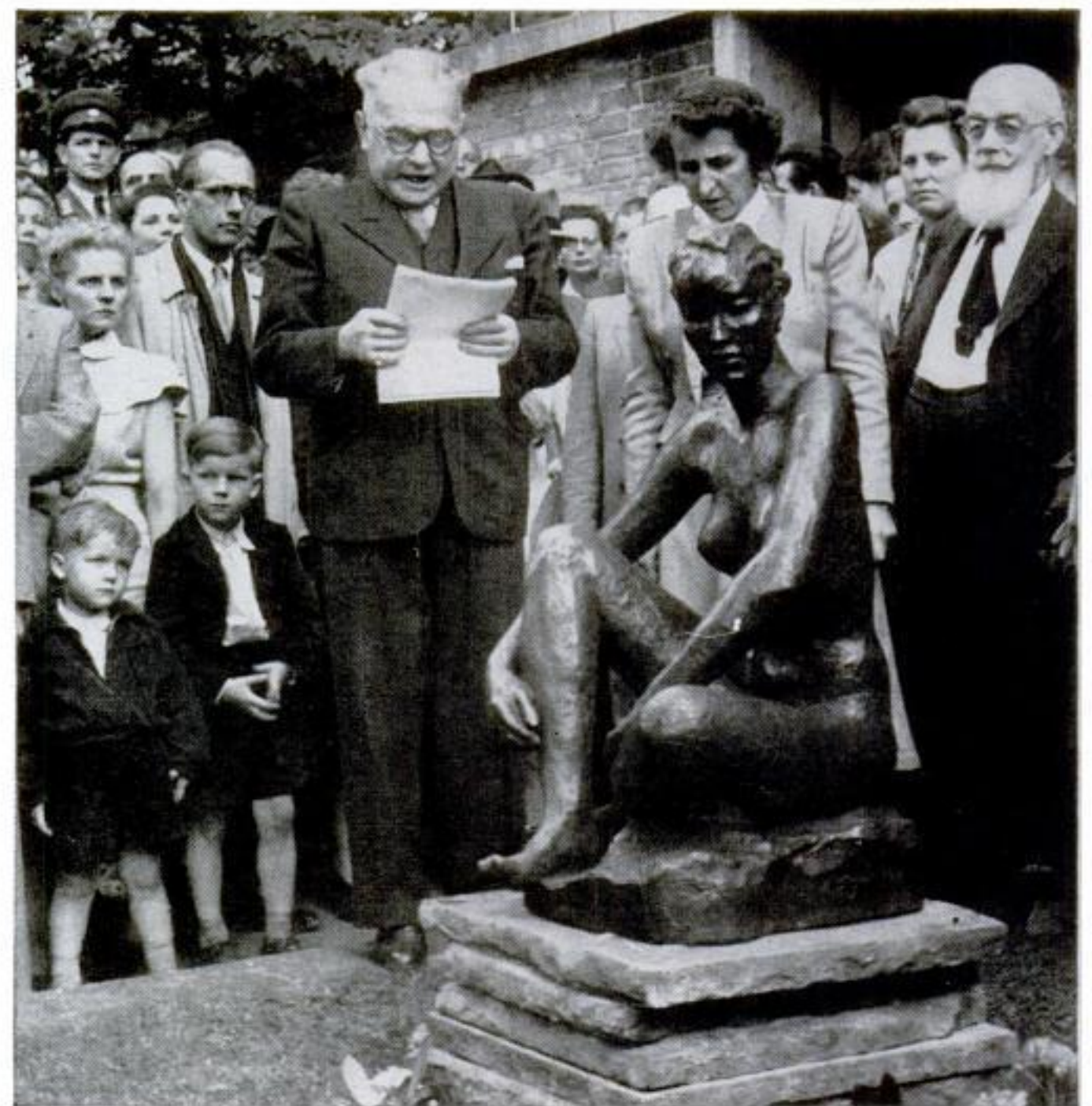
## Stolen Statue CONTINUED



**GENEROUS JUNKMAN** Fritz Kaefert launched campaign to restore the stolen statue. He refused to speak at dedication "because I would have cried."

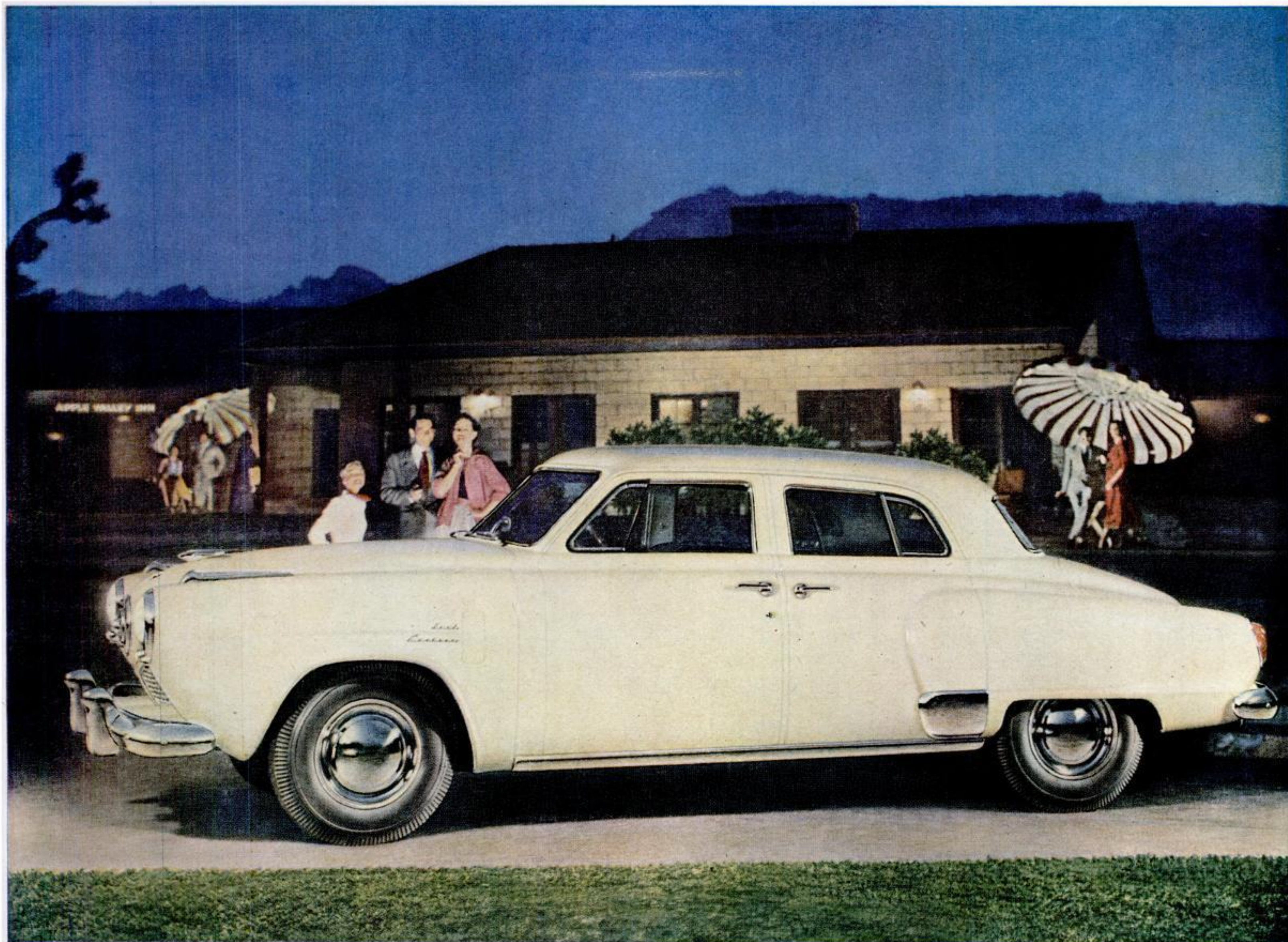


**FINISHING TOUCHES** on recast statue are done by a foundry worker. The foundry also did the original statue.



**DEDICATION SPEECH** is read by Paul Brendel, president of junk dealers association. Castigating thieves, he said, "There are lousy sheep everywhere."





Commander Land Cruiser—Paul Hesse photo

Decorative and other specifications subject to change without notice.

Jet-streamed in style and performance  
A car so exciting to drive you seldom give it a rest

# *New 120 h.p. Studebaker Commander V-8*

A new type of V-8 engine with tremendous zip and pep  
Gets amazing extra power from every drop of gasoline  
Exceptional mileage per gallon\*...needs no premium fuel  
The car to try—the car to buy—for real savings

\*Best 8 in actual gas mileage in 1951 Mobilgas Run.  
Overdrive, optional at extra cost, was used.

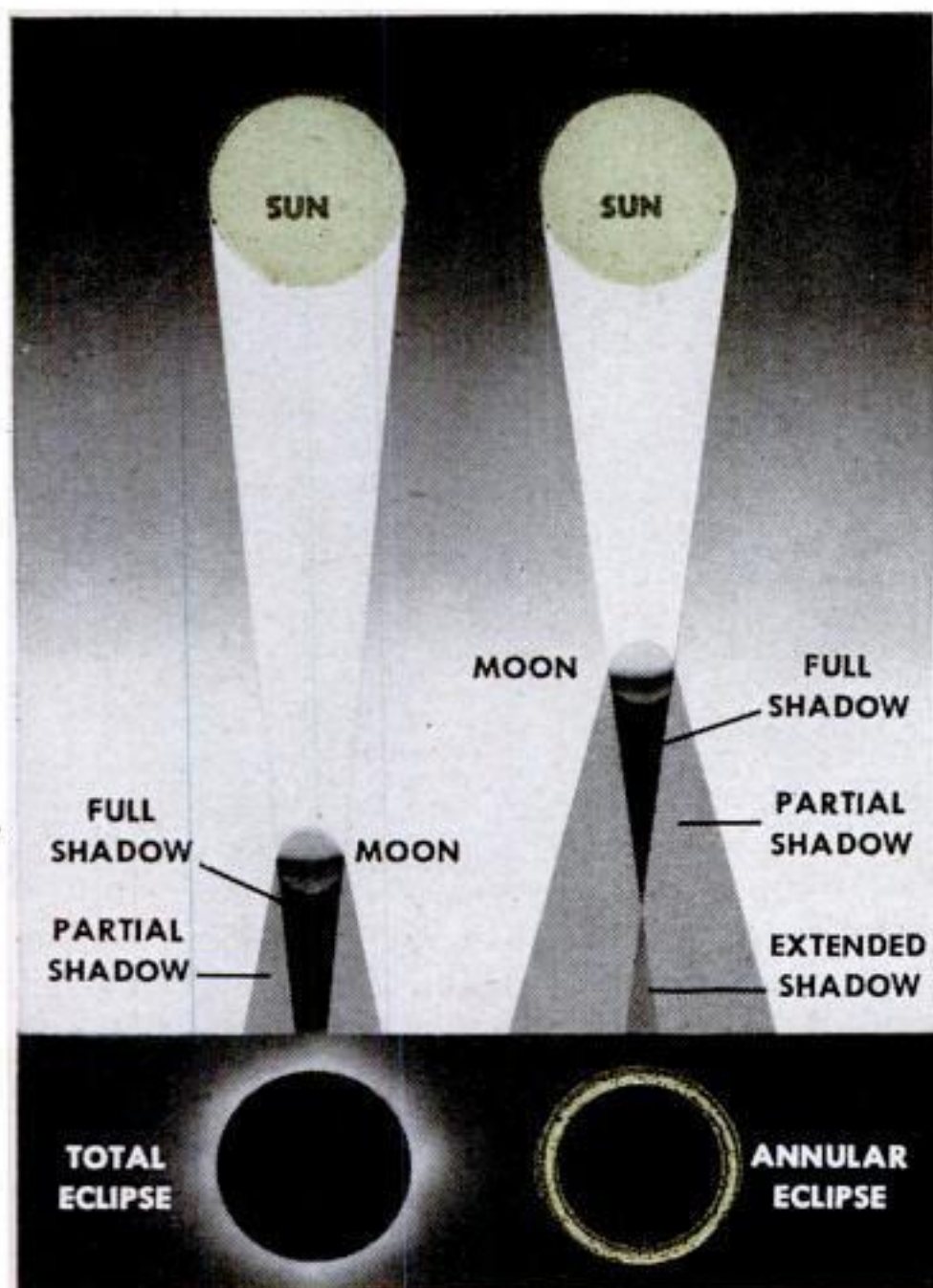
**AND FOR STILL LESS MONEY...STUDEBAKER CHAMPION...ONE OF THE TOP 4 LOWEST PRICE CARS**

©1951, The Studebaker Corporation, South Bend 27, Indiana, U.S.A.









**ECLIPSE COMPARISON** shows that moon's distance from earth determines whether the eclipse is total or annular. Full effects (*below*) are seen only in moon's shadow. Observers in partly shaded area see partial eclipse.

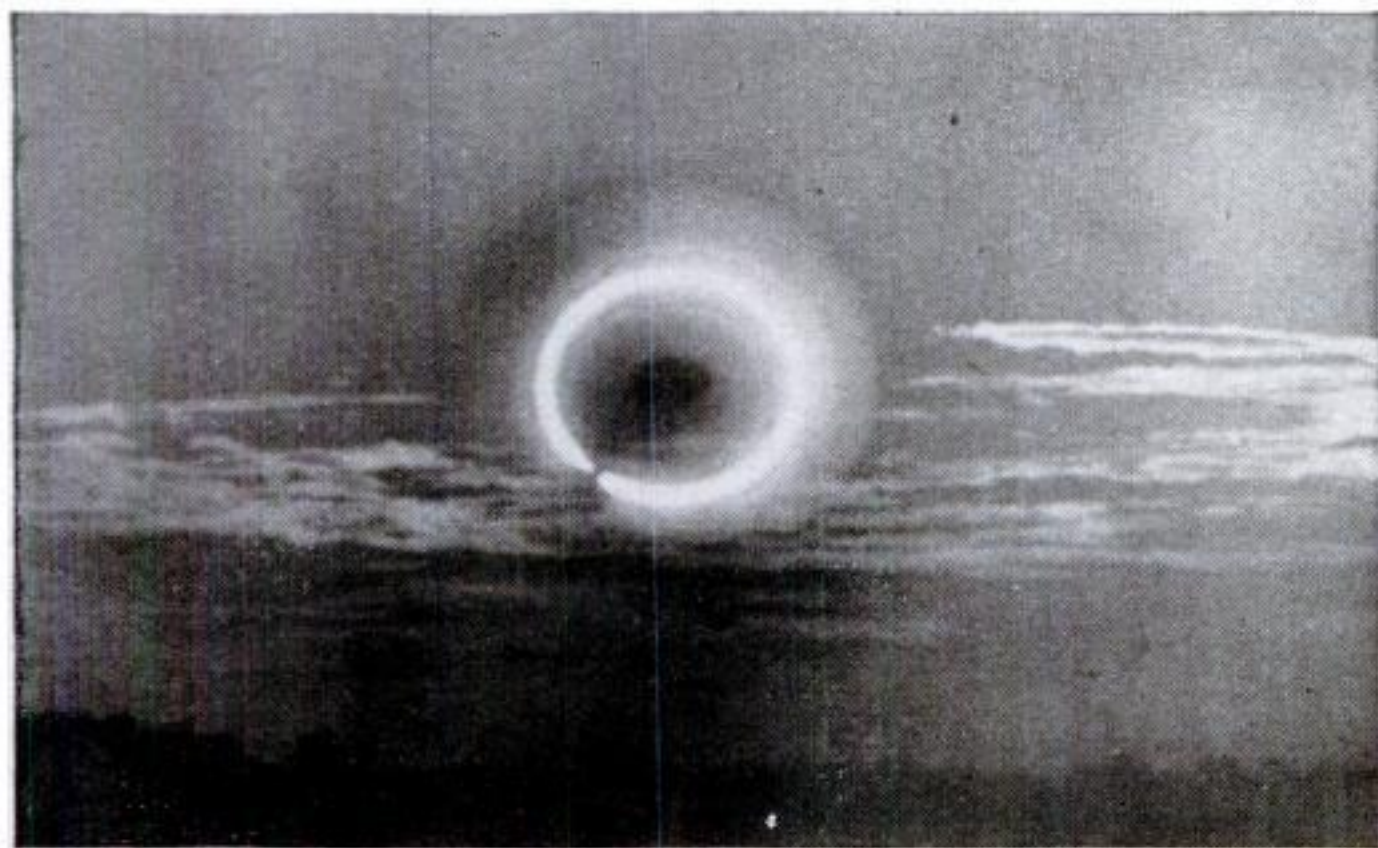
# ECLIPSE AT SUNRISE

## Annular phenomenon changes the face of the sun

On the morning of Sept. 1 the sun rose dim and deformed above the Atlantic horizon. For at the same time the moon, too, soared clear of the eastern sea and thrust its lightless bulk between the blazing star and the earth. As the two celestial bodies raced slowly skyward the moon passed directly in front of the more distant sun. The disk of the sun gradually shrank to a slender, upturned crescent, shining through a curtain of stained clouds (*opposite page*). Then, for a brief moment, it appeared as a perfect circle (*below*) before swinging clear of the interfering satellite.

It was this circular effect which gave the September eclipse its name (annular, *i.e.*, ring-shaped) and its distinction. Annular eclipses are second in rareness only to total eclipses. The difference between the two is explained by the drawing above. In the case of a total eclipse, the long shadow of the moon reaches to the earth, and observers standing within it cannot see the sun at all. In an annular eclipse the moon is farther away from the earth. It appears smaller, too small to conceal the entire face of the sun. As a result, observers directly in line with the moon shadow see the moon silhouetted against the center of the larger-looking sun, whose bright rim extends beyond it to form a circle of light.

CONTINUED ON NEXT PAGE



**ANNULAR EFFECT**, photographed from Greensboro, N.C. at the maximum of the eclipse, occurred when moon's image was centered over sun's face.

← NEAR HEIGHT OF ECLIPSE, THE SUN LOOKED LIKE A FIERY NEW MOON

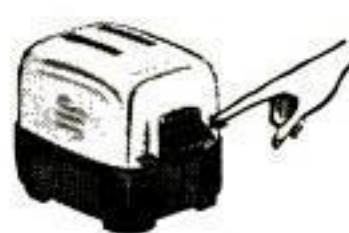
Don't hurry—  
the toast will "keep"!



See the General Electric Automatic Toaster at your dealer's.

## New Streamlined General Electric Automatic Toaster pops up toast, or keeps it down till you're ready for it!

### Toast—when you want it!



Now—without any "timing" on your part you can have your eggs and toast ready at the same time! With the new General Electric Toaster, you can keep toast ready and waiting *inside!* For the prompt members of the family, just set it to pop up toast for immediate use.

### Toast—as you like it!



This General Electric Toaster toasts every slice to taste—light, medium or dark. Just set the control, it won't matter if you toast one slice or twenty. You get every slice exactly the way you want it. "Every *munchy* slice so wonderful to bite into!"

### So quick to clean!



This new, slimmer, streamlined General Electric Toaster has a Snap-in Crumb Tray for quick, easy cleaning. It won't take you a minute to snap it out, clean it, and snap it in again.

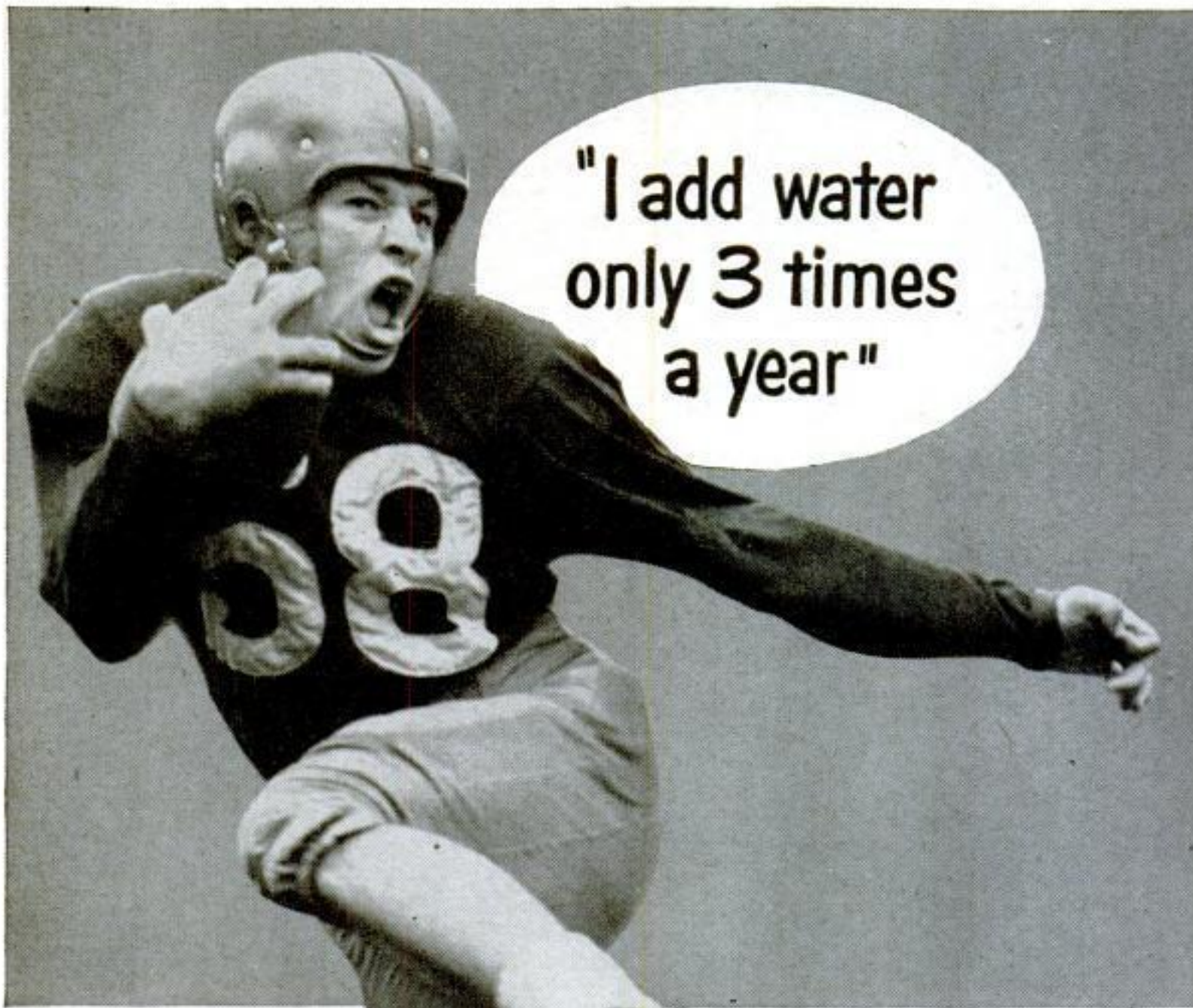
Specifications subject to change without notice.

See The New G-E Garry Moore TV program Monday, Wednesday, and Friday Afternoons, CBS-TV.

**GENERAL  ELECTRIC**



# Choo-choo Justice SAYS



## PREST-O-LITE HI-LEVEL BATTERY...

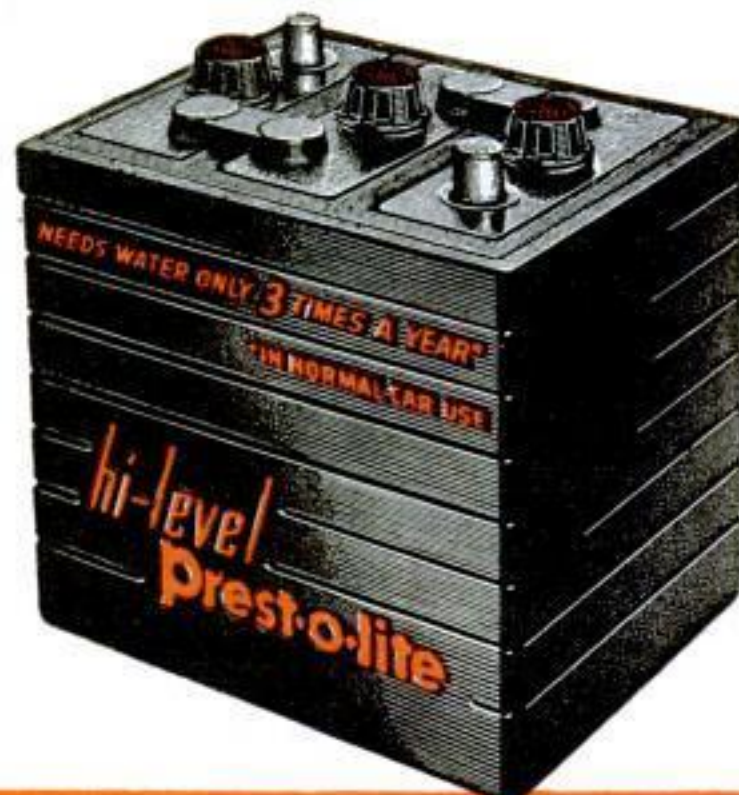
Charles "Choo-Choo" Justice, former All-American and star quarterback for the Washington Redskins professional football team, finds Prest-O-Lite Hi-Level has over 3 times the liquid reserve of ordinary batteries—goes 3 times as long without adding water.

### *needs water only 3 times a year*

IN NORMAL CAR USE

**I**NSTALL a Prest-O-Lite Hi-Level Battery in your car and enjoy the comfort and convenience of this new principle of battery design. The Hi-Level Battery needs water only 3 times a year in normal car use and because of its advanced engineering design, it lasts longer, in tests conducted according to accepted life cycle standards. For quick starts and dependable service, see your Prest-O-Lite Dealer.

PREST-O-LITE BATTERY COMPANY, INC.  
Toledo 1 Ohio

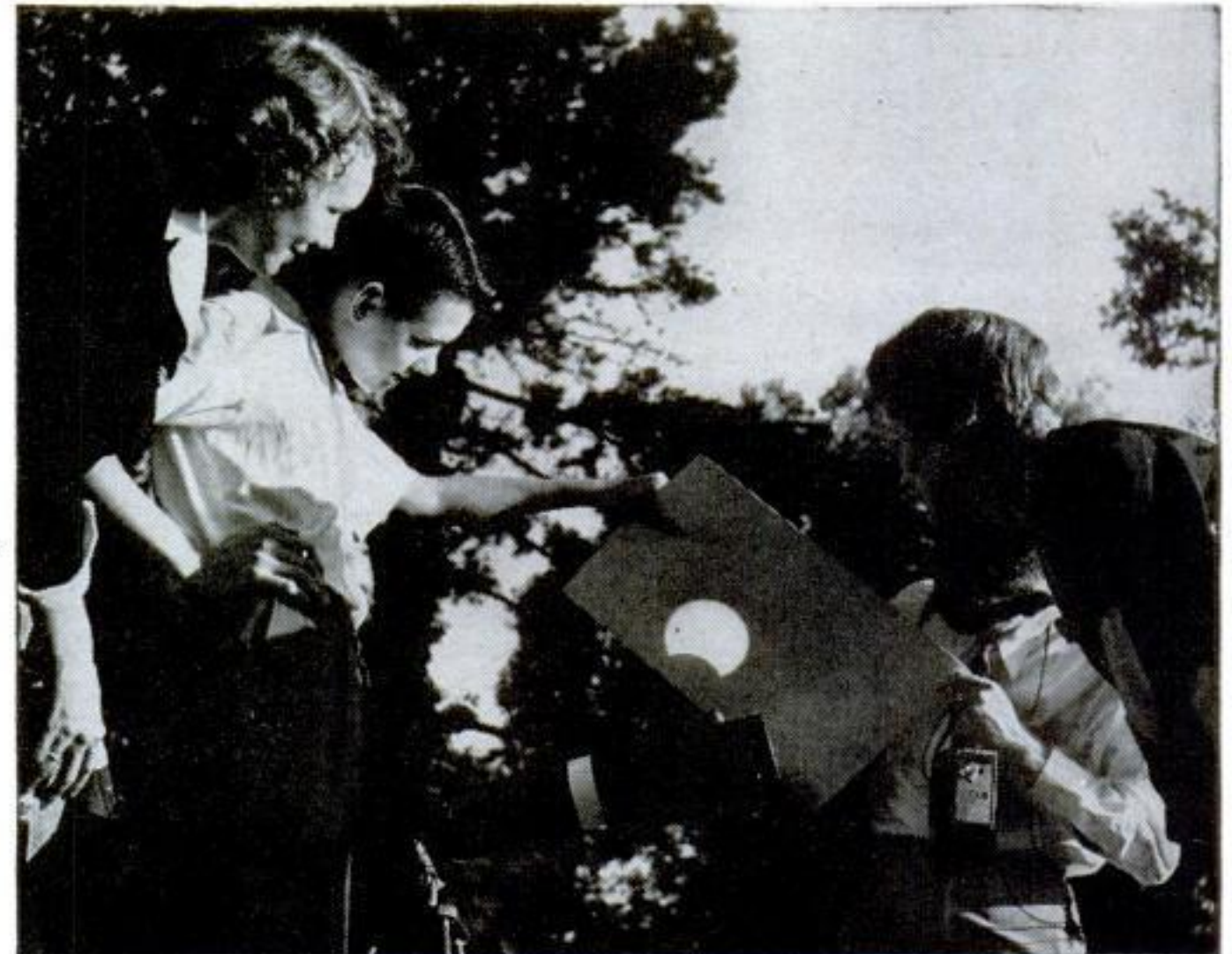


**SEE YOUR PREST-O-LITE DEALER TODAY**

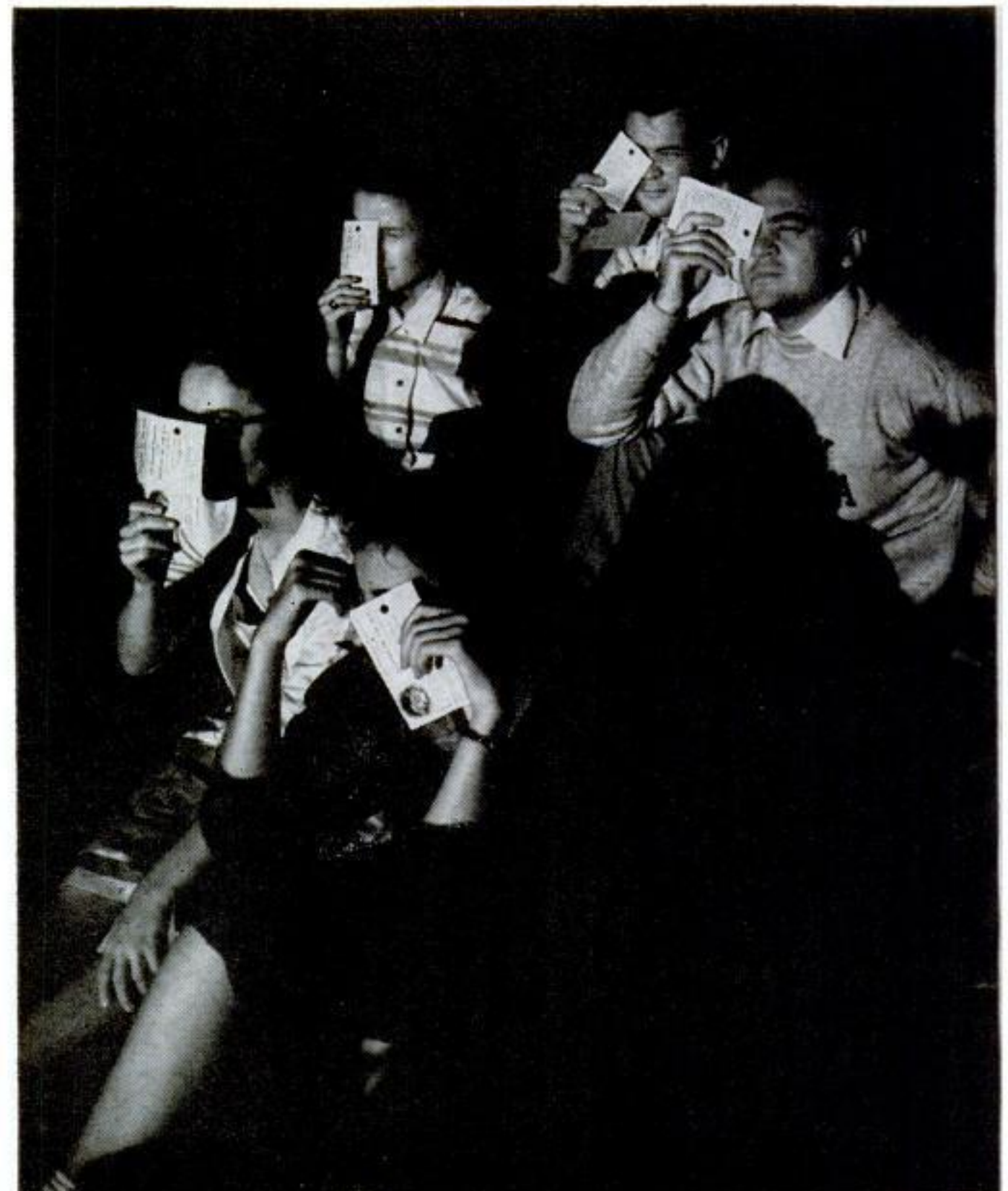
Eclipse CONTINUED



**AMATEUR ASTRONOMERS** gather at dawn on North Carolina hill, within area of moon's extended shadow, where annular effect should be visible.



**OBSERVING THROUGH TELESCOPE**, spectators see image of partly eclipsed sun projected onto sheet of cardboard from a 60-power instrument.



**WATCHING THROUGH FILTERS**, issued by planetarium of University of North Carolina, most sun gazers get one-eyed view of the eclipse's progress.



YOUR HAT, SIR...

LEE  
PRE-SHAPED  
ADVENTURE  
\$10

AND NATURALLY A

Lee

And for an all-around hat, Lee's pre-shaped Adventure. Extra-light... has narrow band, and tiny bound edge. And it's shaped for you... forever.

Truly water-repellent, more life-retaining, too. It's treated with DuPont "Aridex".\*

Other handsome Lee hats from \$7.50 to \$20.

**Fashion Academy Gold Medal Award for 1951**

DON'T TAKE LESS THAN THE BEST—DON'T TAKE LESS THAN A LEE  
THE FRANK H. LEE COMPANY, 475 FIFTH AVENUE, NEW YORK 17, N. Y.





Better Baking - Cleaner Cook

# Hotpoint



LOOK TO HOTPOINT FOR THE FINEST... FI



ing - Longer Lasting

# Pushbutton Range

*With Sensational Calrod Heating Units!  
Fast, Accurate, Dependable—They Are  
First Choice Throughout America. See Hotpoint,  
The World's Finest Electric Range*



● ● Pushbutton, automatic cooking at its best! Simply set the timer, press a button, and this great new Hotpoint cooks a complete meal automatically! Finest range money can buy, yet costs only a few cents a day! See it at your Hotpoint dealer's.\*

EVERY COOKING convenience you've ever dreamed of is yours in the great new Hotpoint Pushbutton Range—including sensational Calrod® *instant heat*!

● ● Yes—again Hotpoint is first with the finest—the finest electric range ever! Just turn a dial, push a button, and your new Hotpoint cooks your entire dinner automatically! Cooking's that easy when you own a gleaming new Hotpoint Pushbutton Range—it's faster, cleaner, cooler, safer, more effortless!

● ● Only Hotpoint, the pioneer and leader in electric cooking, can offer you all of the latest advances—amazing *instant heat*, exclusive "Talking Colors" pushbutton controls, high-speed broiler, extra-large oven, raisable deep-well cooker, automatic timer, and many other great features.

● ● See the outstanding new Hotpoint Electric Range at your nearest dealer's.\* There's a model for every budget—on easy terms, if you wish. Hotpoint Inc. (A General Electric Affiliate), 5600 W. Taylor Street, Chicago 44, Illinois.



\*Listed in your classified phone directory.

Everybody's Pointing To


# Hotpoint

Quality Appliances

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

ST!







NO WONDER IT TASTES BETTER—  
IT'S GOT CREAM IN EVERY DROP!



MOMMY, I LIKE THE MILK  
WITH ELSIE'S PICTURE ON IT!



I DRINK EVERY DROP... 'CAUSE  
I WANT TO BE STRONG LIKE POP!



RAIN OR SHINE,  
MY YOUNGSTERS GET  
THEIR SUNSHINE IN  
BORDEN'S VITAMIN D  
HOMOGENIZED MILK!

**Borden's Milk must be  
the best-tasting because  
more people drink it!**

*Borden's*  
**Homogenized Vitamin D  
MILK**



**And remember these other fine  
Borden products when you shop:**

CHOCOLATE DRINK  
COTTAGE CHEESE • BUTTERMILK  
CREAM • ICE CREAM  
EVAPORATED MILK  
CONDENSED MILK • HOMOGENIZED  
NONE SUCH MINCE MEAT  
INSTANT COFFEE • BORDEN'S CHEESES

©The Borden Company





IN AN OUTBURST OF PASSION, STANLEY KOWALSKI (MARLON BRANDO) ANGRILY BARKS AT HIS PROSTRATE SISTER-IN-LAW THAT HE KNOWS SHE IS NO LADY

## MOVIE OF THE WEEK:

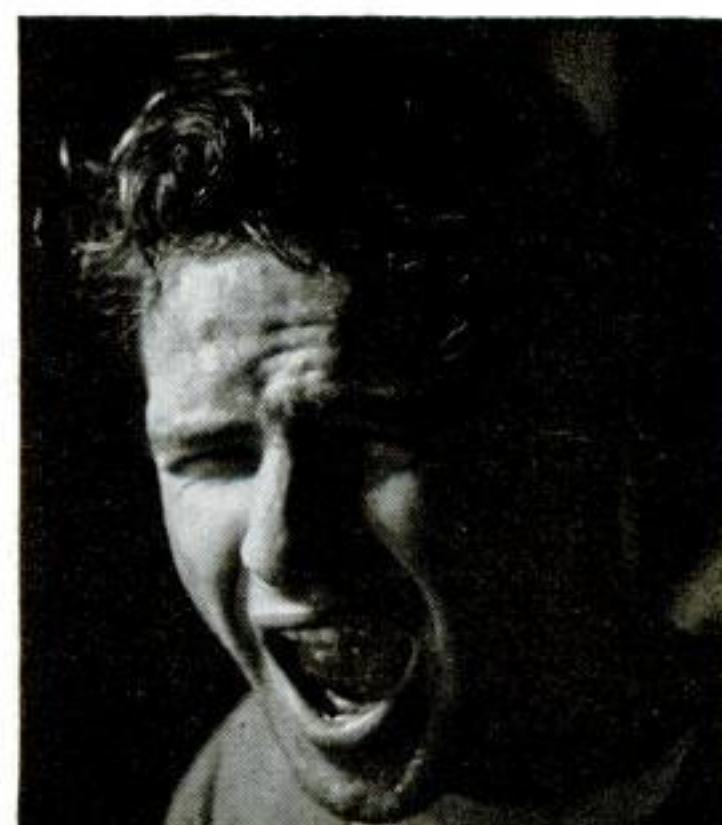
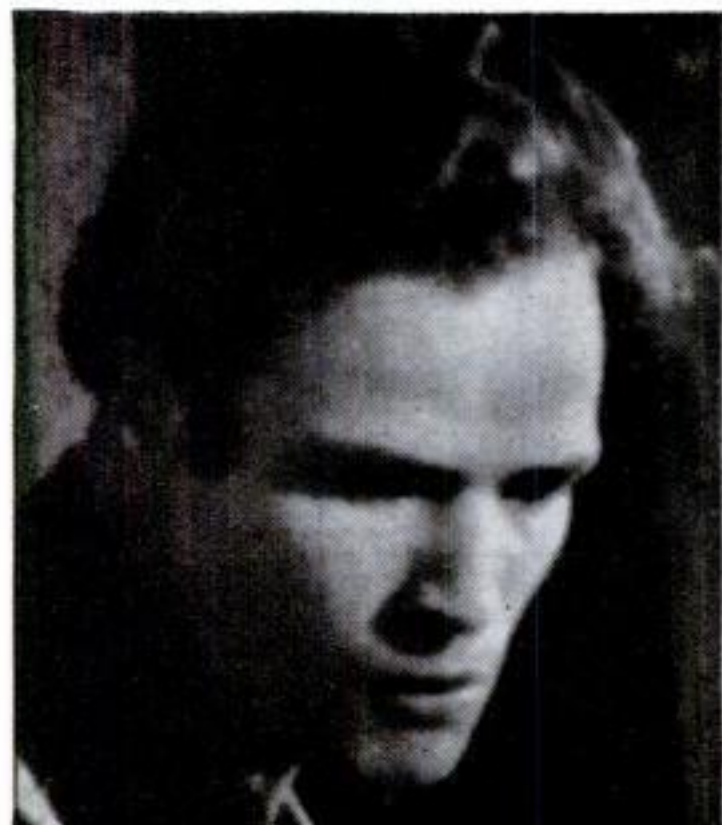
# *A Streetcar Named Desire*

**Marlon Brando's savagery and Vivien Leigh's torments make Williams' drama a great movie experience**

Bawling and bellowing, sweating and swaggering, roaring insults, leaping savagely at his forlorn sister-in-law, the figure of Marlon Brando fills the screen with an immense animal energy. At the other end of the emotional scale Vivien Leigh (*next page*) flutters desperately between genteel pretenses and hints of depravity as the

tarnished belle, Blanche DuBois. They are the stars of the film version of Tennessee Williams' play, *A Streetcar Named Desire*, and the power of their acting is reinforced by the intensity of the camera. Director Elia Kazan comes so close to the action that the audience is almost dragged physically into the stifling, sordid atmosphere

of the Kowalski flat. Altogether *Streetcar* is a violent, intense, morbid masterpiece, the most powerful and most uncomfortable picture of 1951. Produced by Charles Feldman for Warner Brothers, it is an extraordinarily bold and encouraging film to be coming out of Hollywood in this time of its fear and trembling.



**BRANDO'S FACE**, contorted in expressions of gluttony, childish grief, anger, annoyance, helps make characterization of Kowalski one of the most fascinating

and repulsive ever seen in the movies. Three of the four leading actors in the film—Brando, Kim Hunter and Karl Malden—also created the parts on Broadway.





SHADOWS PLAY ON THE TORMENTED FACE OF BLANCHE DUBOIS (VIVIEN LEIGH) AS SHE TRIES TO AVOID THE LIGHT WHICH WILL REVEAL HER AGE





# NOW—add an extra room without adding an inch of space!



**1. If building costs** and restrictions or high rentals have you stumped, cheer up! You *can* have that "extra room" you need—and for less than \$250! Just get a lovely-to-look-at, lazily relaxing, gloriously comfortable Hide-A-Bed.\* Costs no more than a plain sofa of comparable quality.

**How will it stand up?** Just take a good look at that staunch, built-for-a-life-time frame. Remember, *this* sofa is made by Simmons (and nobody else)! As for comfort, Hide-A-Bed has a *full-length, full-width*, comfortable Simmons innerspring mattress. You do NOT sleep on sofa cushions.



**2. Thirty seconds** is all it takes to convert this magnificent sofa into a luxurious, deep-down-comfort bed. Less time than making your present bed!



**3. It's a sleeping beauty!** No rolling towards center, either—thanks to a very special Simmons base construction. Bedding folds right up with sofa.

Over 100 decorator-selected fabrics. 10 choices of styles. Regular or love-seat size. And you can get matching Simmons chairs. It's almost like custom-decorating your room!

**IMPORTANT:** Beautyrest\* mattresses available in all styles of Hide-A-Bed.

At top of page, Hide-A-Bed in Berkeley Lawson style covered in green High and Low Jacquard Mohair—Patrician Pattern—with matching base bouclé fringe. Chair of same material.

At right, Button Back Modern style Hide-A-Bed in grey textured fabric with thick bouclé trimming.



## Only Simmons makes **HIDE-A-BED**

Another quality product from the House of Simmons . . . the greatest name in sleep.

\*Trade-mark Reg. U. S. Patent Office. Copr. 1951 by Simmons Co., Mds. Mart, Chicago, Ill.



**Young Mrs. Barbara Nunn Howell**  
**Advises:**

## Start Housekeeping RIGHT with a Stanley Hostess Party

Lovely and talented Mrs. Howell is one of the youngest STANLEY Party Hostesses in Atlanta and a frequent guest at STANLEY Parties given by her friends. Still in her early twenties, she already has had a distinguished musical career having sung, as Barbara Nunn, leading roles in the Atlanta Civic Opera and in successful Hollywood and Broadway productions. Married for little more than a year, Mrs. Howell gives this advice to other young housewives: "Start off right by holding your own STANLEY Hostess Party and stocking your new home with STANLEY'S polishes, mops, brushes and other housekeeping aids. I personally would never think of having any other kind."

★ ★ ★

Most popular of all informal, easy-to-arrange parties is the STANLEY Hostess Party. Each day, more than 10,000 housewives . . . women like Mrs. Howell . . . please groups of friends and neighbors by acting as STANLEY Party Hostesses. To arrange for your own STANLEY Hostess Party . . . or for any information about STANLEY . . . phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY'S Home Office in Westfield, Massachusetts.



Mrs. Barbara Nunn Howell, singing star and popular STANLEY Party Hostess in her attractive home, 743 Home Street, N. W., Atlanta, Ga.

### IT'S EASY TO HOLD YOUR OWN STANLEY HOSTESS PARTY . . .



You invite your Stanley Dealer into your home with a group of your friends and neighbors.



Your friendly Dealer, as one of your guests, sees that everyone has fun, gets welcome gifts.



While your Dealer demonstrates Stanley QUALITY PLUS Products, you all shop for those you need.



Your Dealer presents you, in return for your cooperation, a splendid Hostess Dividend Gift.

**STANLEY LEADS** with more than 150 QUALITY PLUS Products to save housekeepers time, work, money:— (1) Polishes and cleaning preparations (2) Dusters, mops, brushes, etc. (3) Products to improve personal grooming.



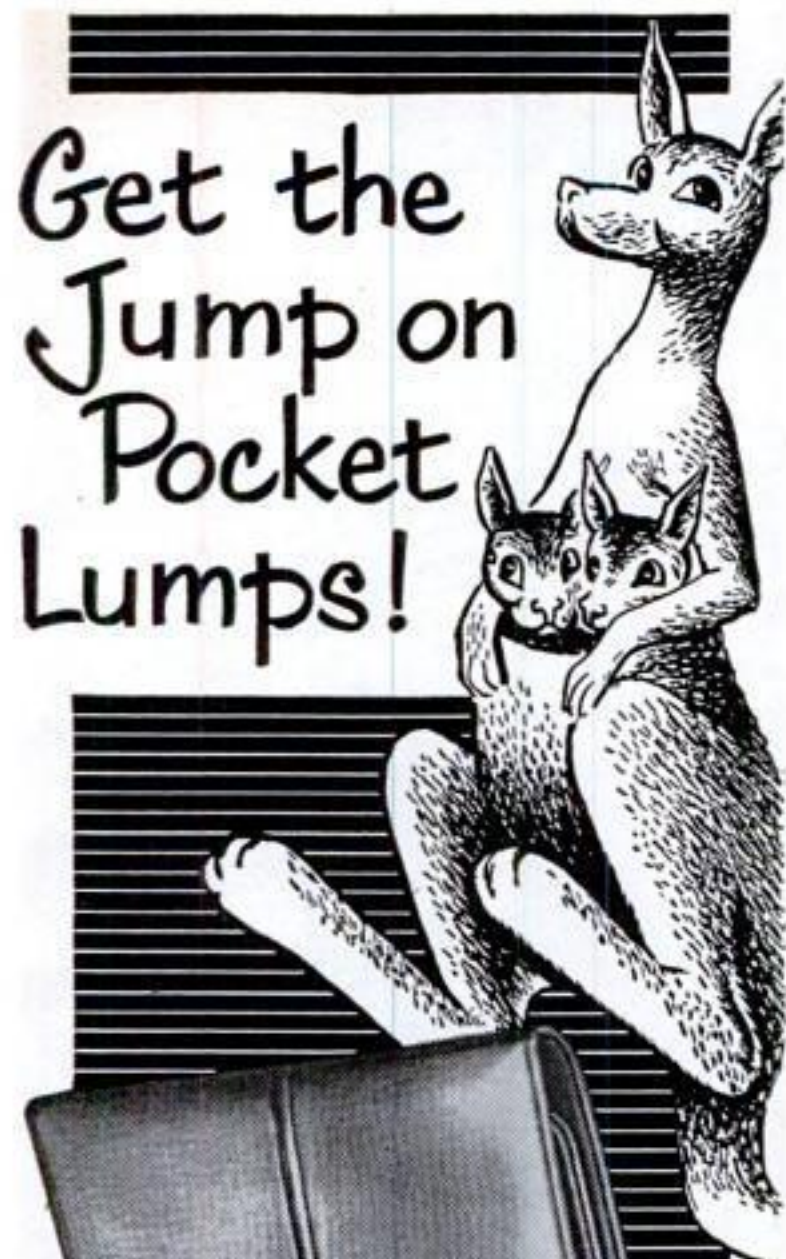
Originators of the  
famous Stanley Hostess  
Party Plan

STANLEY HOME PRODUCTS, INC.  
WESTFIELD, MASSACHUSETTS

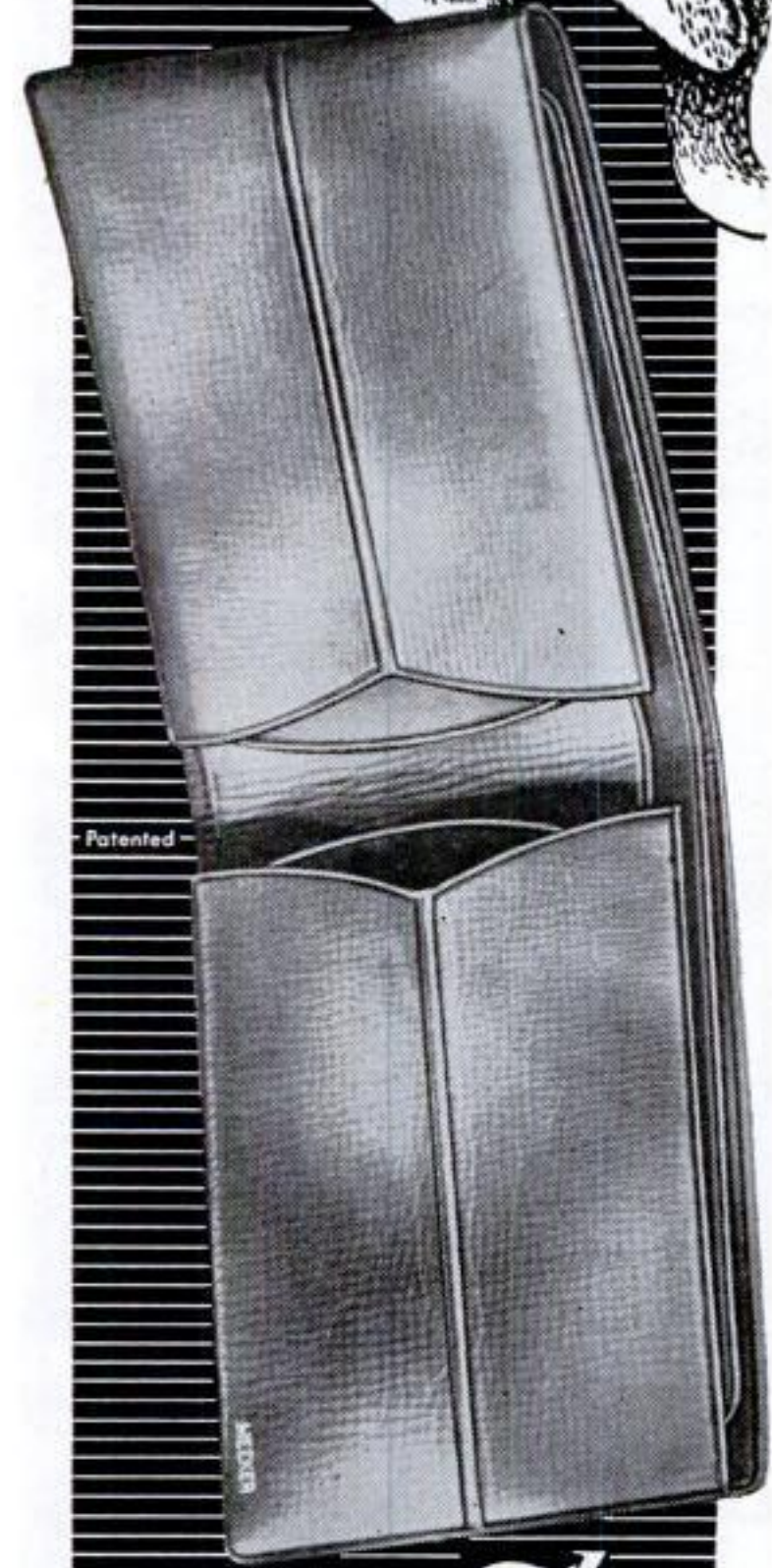
Stanley Home Products of Canada, Ltd., London, Ontario

Copr. Stanley Home Products, Inc., 1951





Get the  
Jump on  
Pocket  
Lumps!



*The*  
**MEEKER**  
**340 Billfold**  
*Folds Extra Flat  
for Extra Comfort!*

No other billfold has the unique construction of the famous MEEKER 340. That's why it's always thin, neat, streamlined, no matter how much it's carrying. Smartly fashioned in many rich, fine leathers, it's a beauty of a billfold. Various prices—At Dealers Everywhere.



Removable  
Pass Case  
Holds 8 Cards, Photos, etc.

THE MEEKER COMPANY, JOPLIN, MO.  
New York: 347 Fifth Ave. • Chicago: 36 S. State St.

**MEEKER**  
made  
*Fine Leather Goods*

"Streetcar" CONTINUED



**BRANDO BOORISHNESS** is shown at its height when he does not let the blandishments of wife Stella (Kim Hunter) interfere with pleasures of eating.



**LEIGH'S COYNESS** takes the form of a falsely innocent smile and ladylike poke to test the strength of the stomach muscles of her gullible suitor Mitch.



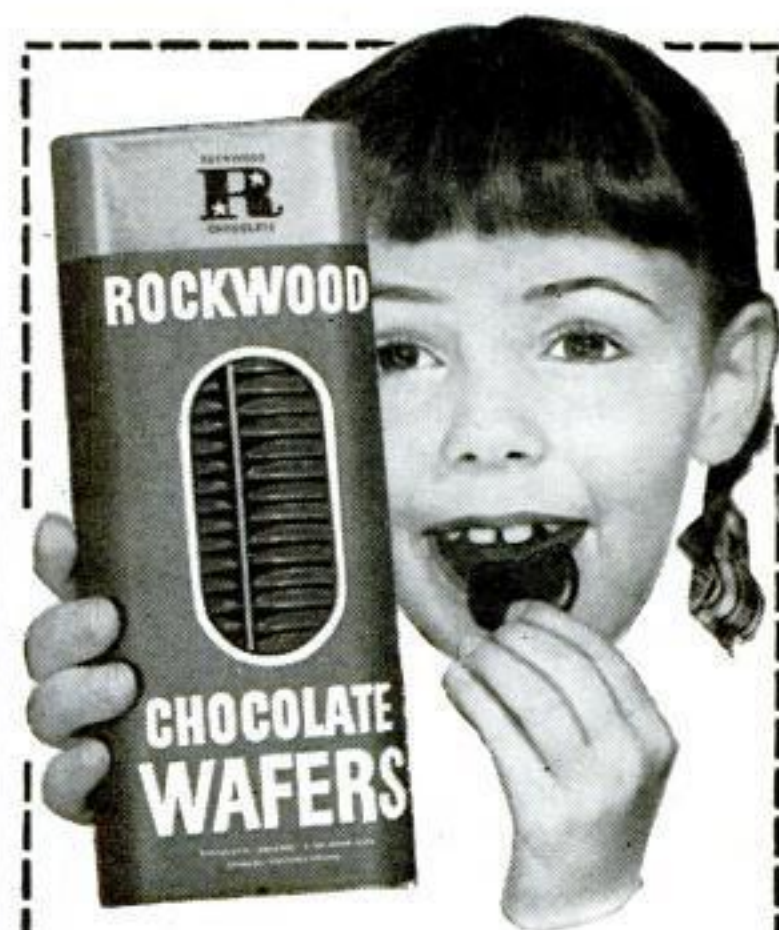
**HOPELESS GRIEF** is in Stella's eyes as she and Mitch (Karl Malden) watch Blanche being led to asylum. Unlike play, film has Stella leave husband in end.



hard-to-please  
**TASTE?**



want something real  
**GOOD?**



enjoy chocolate  
wafers made by  
**ROCKWOOD**

Enjoy these wafers of solid chocolate in four delightful flavors: cool mint, mellow rum, crunchy non-pareil, and rich milk chocolate.

for chocolate that's good,  
say **ROCKWOOD**



# Timely Tips by Little Lulu

HOW DO YOU SCORE ON THESE HELPFUL WAYS TO SAVE?



To save your hands from oven burns, use —

- ☐ Ice tongs      ☐ A dust pan

Oven "yittles" too hot to handle? To scoop 'em out safely, buy an extra dust pan. For brightening dead pan complexions—there's nothing like heavenly soft, absorbent Kleenex\* tissues! Because Kleenex has "perfect softness plus strength"; scoops up the daily grime without crumbling.



How to keep soap handy in the shower?

- ☐ With needle and thread      ☐ Try a bird dog

You needn't grope for soap . . . keep it within easy reach by sewing a pocket inside the shower curtain. Saves trouble. And why grope for tissues—when with that handy Kleenex box there's always a soft, strong tissue at your fingertips? Only Kleenex serves one at a time (not a handful!)



What should you add to baby's bottle?

- ☐ A burping aid      ☐ A sock

Give baby a better grip on his bottle and keep the contents warm longer—by slipping a wool sock over it. Good safeguard, too, if bottle falls. And see what a wonderful "mother's helper" Kleenex can be! How fast this tissue sponges up moisture, oil; soothes as it smooths on baby powder.



For that spotless look, should you carry —

- ☐ Extra gloves      ☐ Chalk      ☐ Measle insurance

To cover a smudge on your white gloves, carry a bit of white chalk in your handbag. Another smart trick for meeting emergencies: slip Kleenex Pocket Pack tissues in your purse. Same soft, sturdy, full-size Kleenex (24 sheets, 12 pulls!)—in a new tiny package. Convenient to carry when shopping, traveling; at the office . . . wherever you go!



What's a good chewing gum remover?

- ☐ A pair of pliers      ☐ Ice  
☐ Sandpaper      ☐ Kleenex

Stuck up? You can free fabrics from gum; hold a chunk of ice against gum to stiffen it. When you're stuck with a cold, let Kleenex stifle sneezes, ease the blows, because this tissue's extra soft (it's a special process) . . . freer from lint. Won't aggravate raw noses. Handy for youngsters at school!



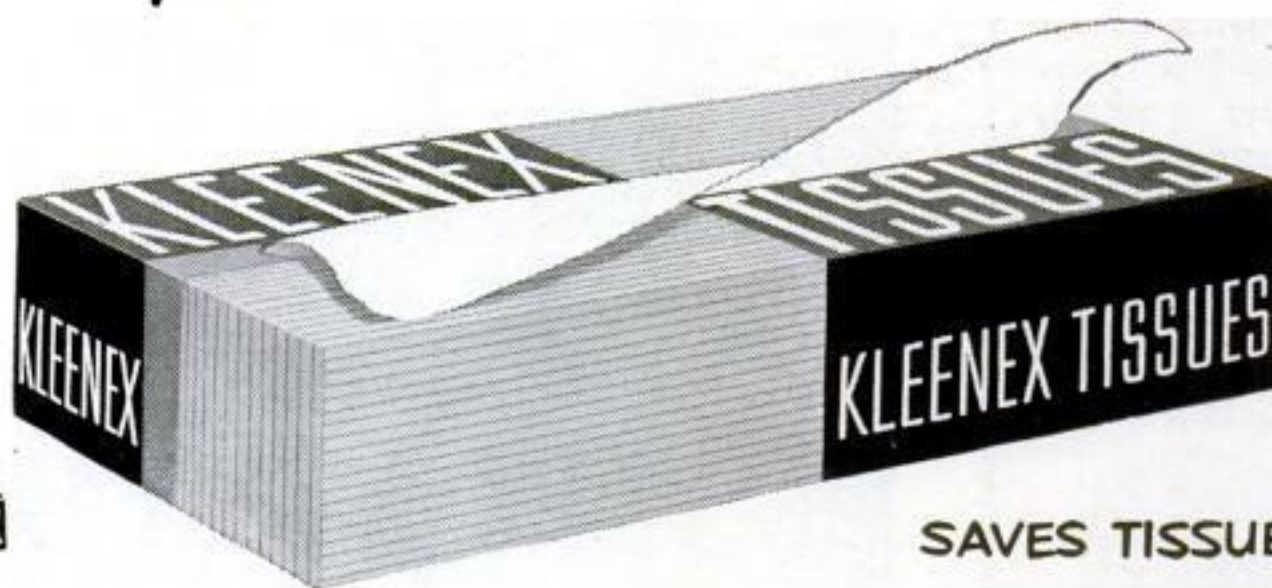
Which is better when rinsing a sweater?

- ☐ Dunk it in a colander      ☐ Run it through a wringer

Squeezing or wringing can wreck a sweater. Instead, pop it in a colander; press out water with hands. So many household tasks that call for careful cleaning—call for Kleenex. Use this "saving" tissue to polish silver, glassware, furniture. So pure. Perfectly uniform. No weak spots, hard particles, in Kleenex.



Get several boxes when you buy—  
you'll always have a good supply! ♪



SAVES TISSUES - SAVES MONEY



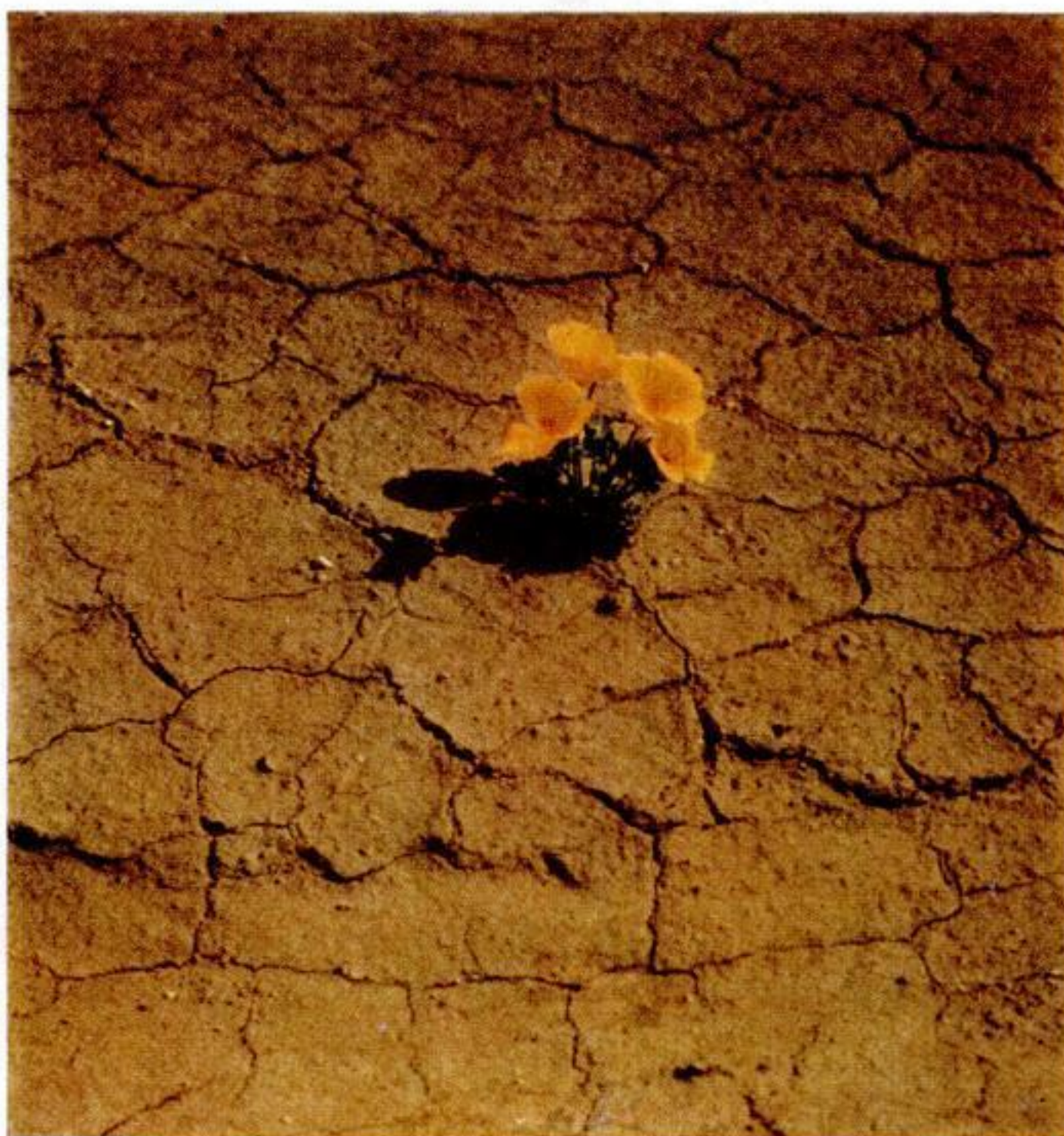


**WINTER SCENE** shows Navajo Indians (a favorite Carlson subject) considering first snowfall in Monument Valley. At left are two buttes called the "Mittens."

# ARIZONA'S BEST FOOT

**Sunset State puts it forward  
in big, handsome photographs**

In 1937 Arizona's Highway Commission decided a lot of people going to other states ought to be spending their money in Arizona. They took an old road-building monthly called *Arizona Highways*, gave it to a young man named Raymond Carlson and told him to make friends and influence people—to come to Arizona. With a two-man editorial staff and a straightforward picture policy ("I just know what socks me in the eye") he has done just that ever since, largely by giving a big play to pictures like those shown here, which he helped LIFE select as among the best he has printed. Though its circulation is now up to 250,000 (80% out of state), the magazine still accepts no advertising. Carlson shuns such promotional pitfalls as rodeos and watermelon festivals, prefers to rely on a steady dose of Arizona's vivid flowers, soaring buttes (*above*) and red-hot sunsets, well calculated to twist an undecided tourist's wheel to the Southwest.



**BRIGHT FLOWER** blooming in arid land is Southwest trademark. Natives are prouder of one rugged poppy than they would be of a half acre of hothouse roses.

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**CANYON DE CHELLY** in northeastern Arizona, 1,200 feet deep and 30 miles long, was shot at sunset by Esther Henderson, a regular contributor to *Arizona*

*Highways.* Canyon was cut from sandstone plateau by ancient rivers, has cliff dwellings and other Indian relics dating back to the Pueblo period 800 years ago.

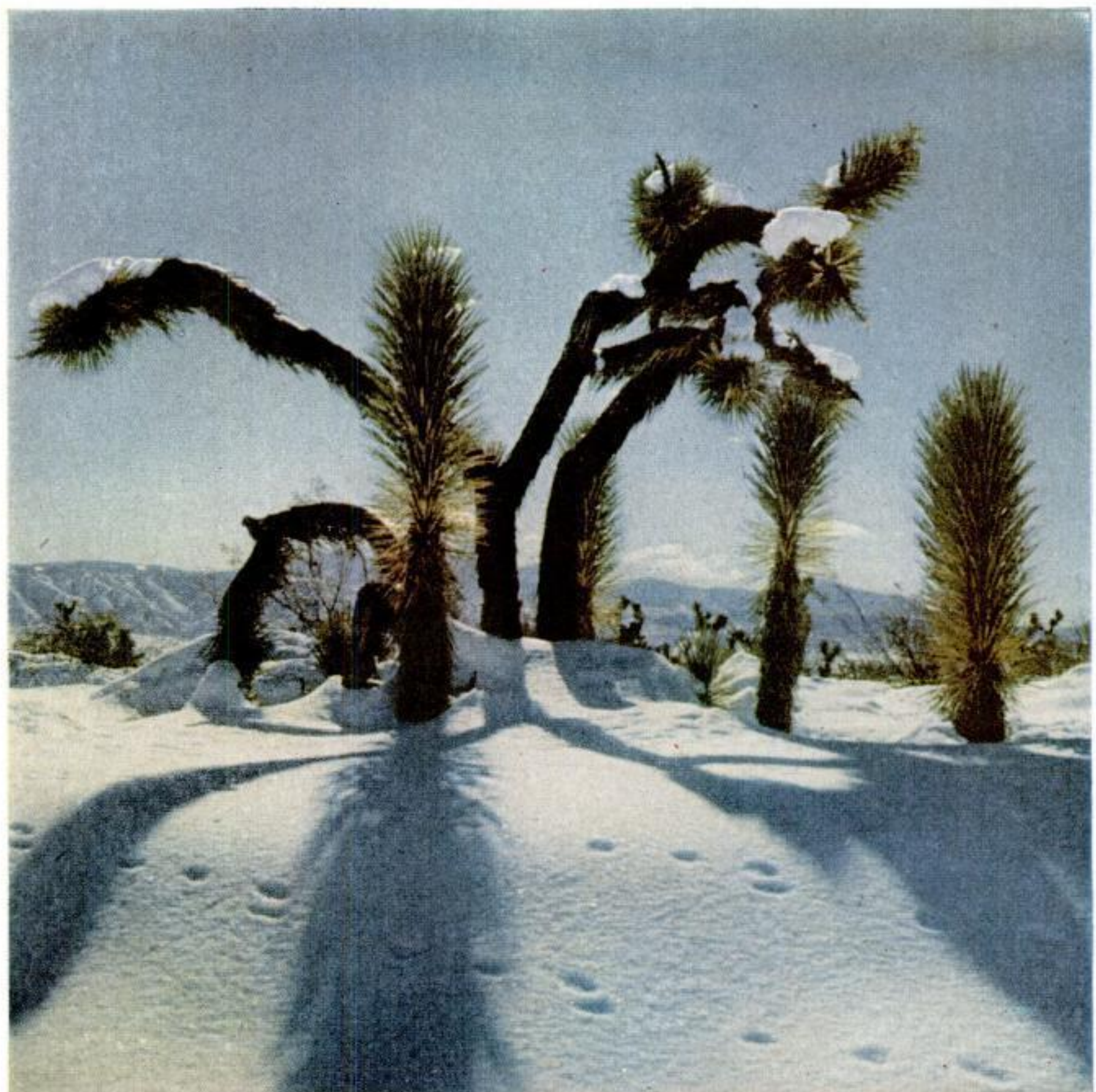


**ARIZONA** CONTINUED



**"SENTINEL OF THE PASS"** ran on cover of the magazine in September 1950, shows cactus

on guard at Sitgreaves Pass. Behind it Route 66 loops lazily toward Kingman, Ariz., 30 miles away.



**"RABBIT TRACKS"** by Art Riley shows spiky Joshua tree deep in snow. Scenes like this make

most of cool blue shadows, help convince out-of-staters that Arizona is not always dry and dusty.

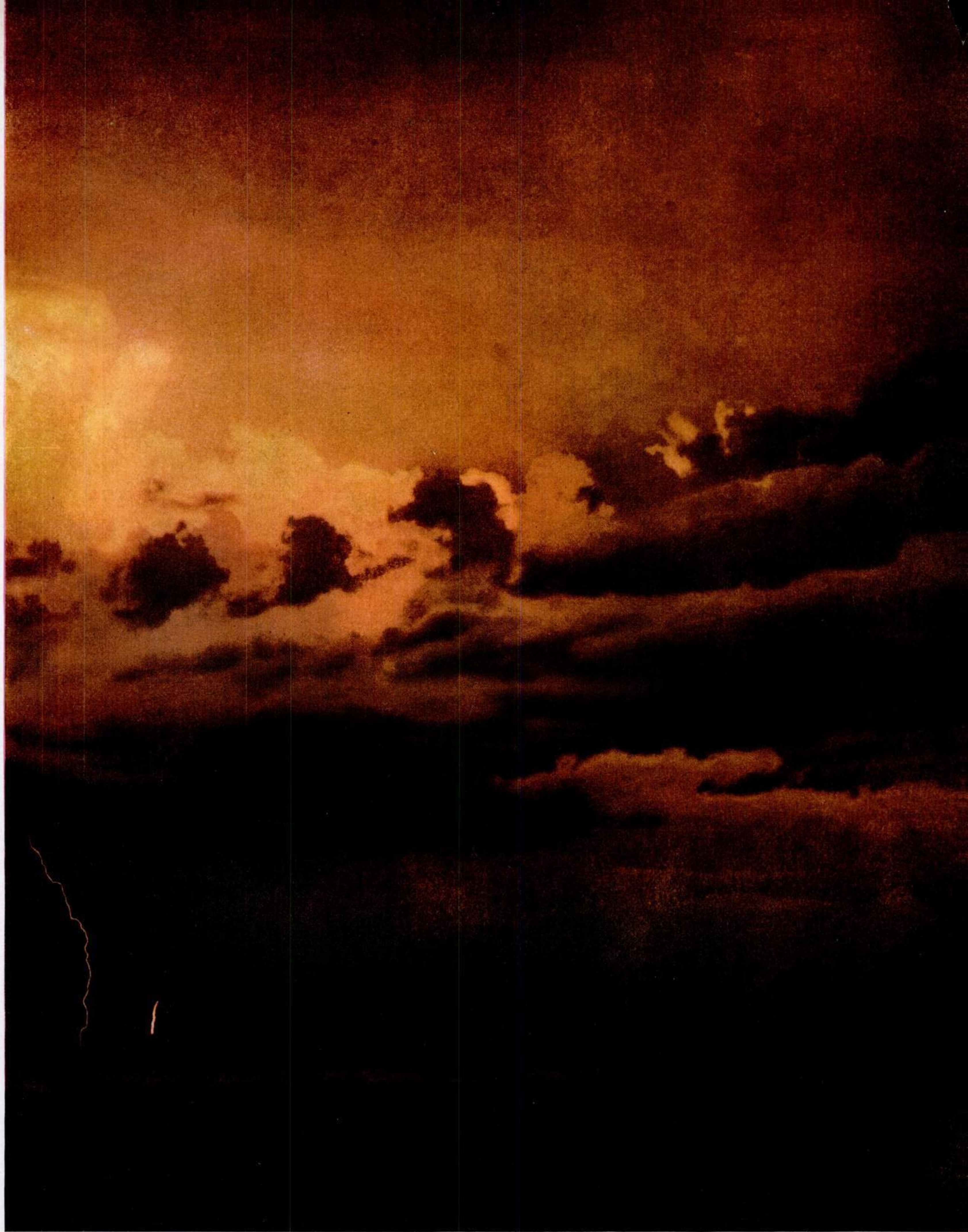
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**SUMMER LIGHTNING** was photographed by Ray Manley, who noticed flashes came at eight-second intervals, got picture by starting two-second exposures six





seconds after last flash. Carlson regularly prints exposure data to encourage amateurs who send him many pictures. *Arizona Highways* has no staff photographers.

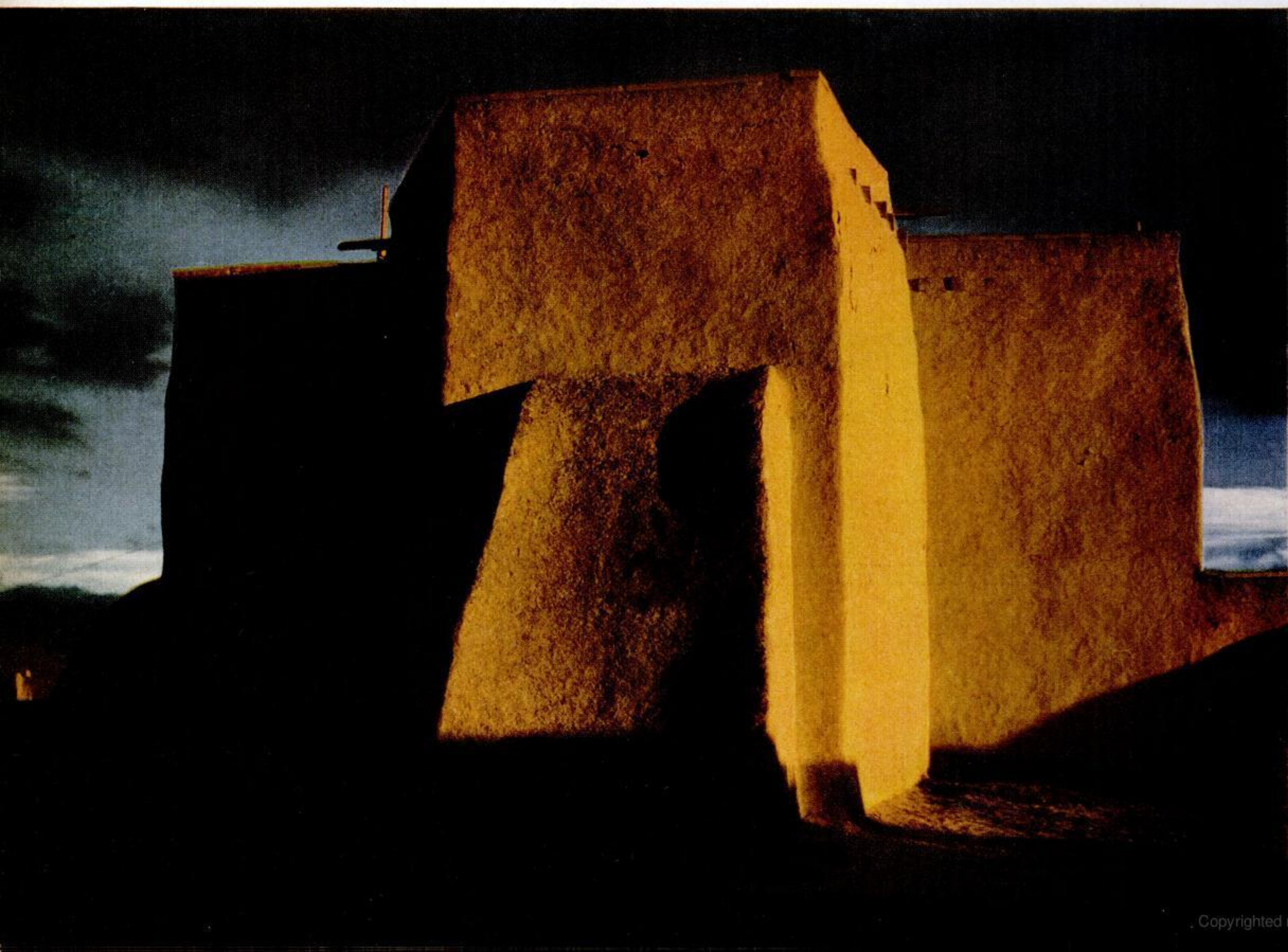
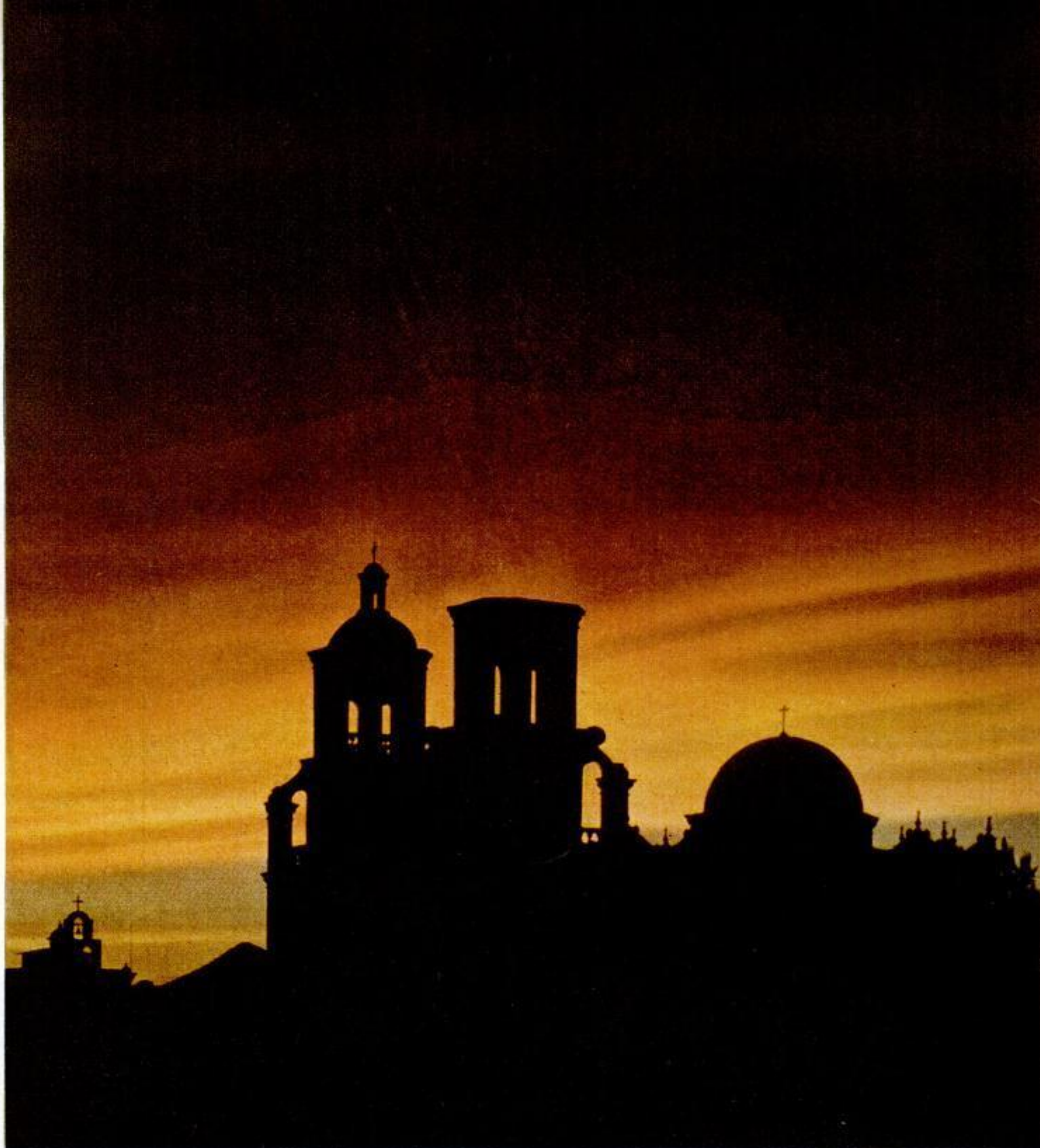
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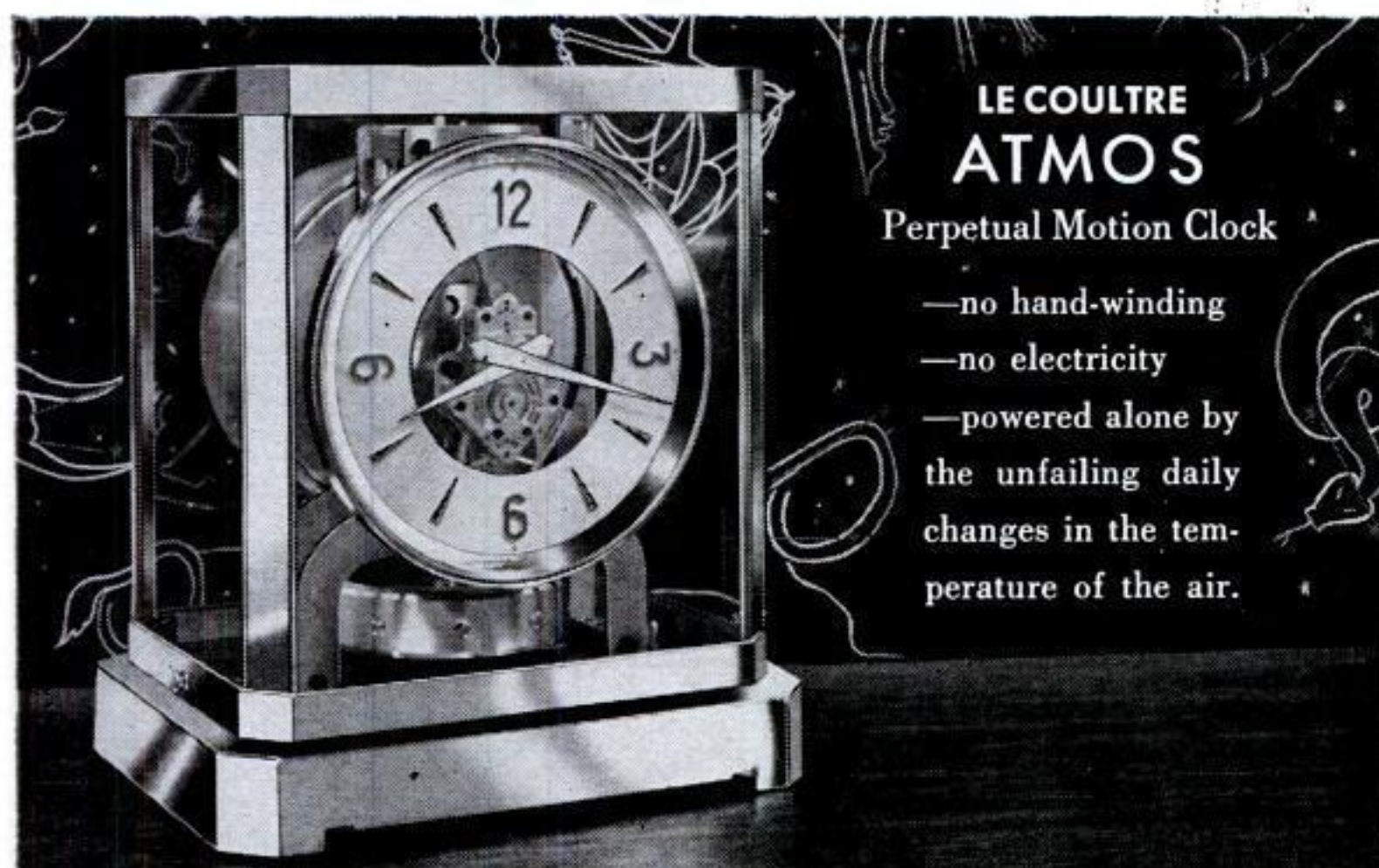
**SPANISH MISSION** of San Xavier, founded in 1700, is the only old mission still used in that part of the country. It combines Byzantine, Moorish, Spanish and Mexican-Aztec architecture.

**INDIAN MISSION** of adobe stands in nearby New Mexico, just north of Santa Fe. Picture was taken by famous photographer Ansel Adams whose work often appears in *Arizona Highways*.





# THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD



## LE COULTRE ATMOS

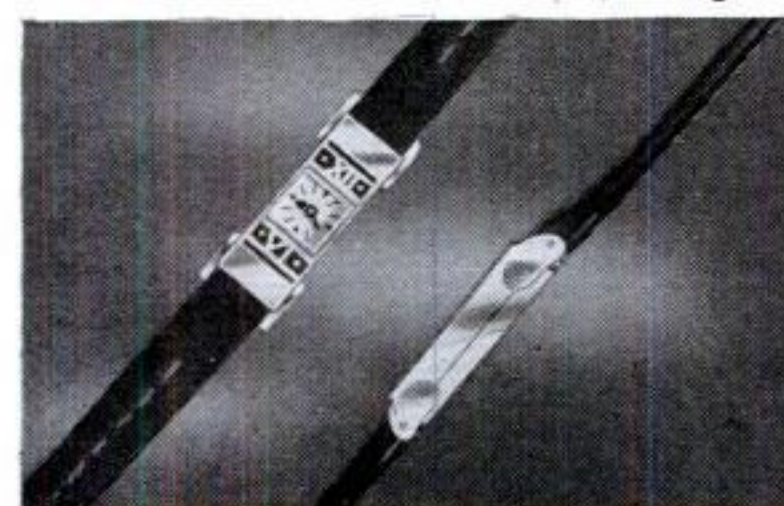
Perpetual Motion Clock

- no hand-winding
- no electricity
- powered alone by the unfailing daily changes in the temperature of the air.

**ATMOS**, created by LeCoultre, is the dream of ages come true—virtual perpetual motion. Atmos runs silently and accurately, powered alone by even the slightest changes in the temperature of the atmosphere. Atmos, in its case of crystal and gilt, makes a handsome decorative note in living room or library. Measures 9 1/4" x 8 1/4" x 6 1/4". The perfect gift clock. \$175.



**LE COULTRE WRIST ALARM**, for time-cramped executives. Discreet bell alerts on the wrist; awakes on bed table. Gold-filled, \$99.50; 18K gold... \$235.



**THE SMALLEST WATCH IN ALL THE WORLD.** The movement of this LeCoultre masterpiece in miniature is only 1/5-inch long, 1/2-inch wide. Platinum case... \$1500.



**LE COULTRE BRADLEY II.** An exceptional man's watch, noteworthy for its entirely original design. Choice of white, yellow or black dials. 14K gold... \$145.



## LE COULTRE FUTUREMATIC

100% Automatic Watch

- cannot run down
- cannot overwind
- engineered to be the most accurate self-winding watch in the world today.

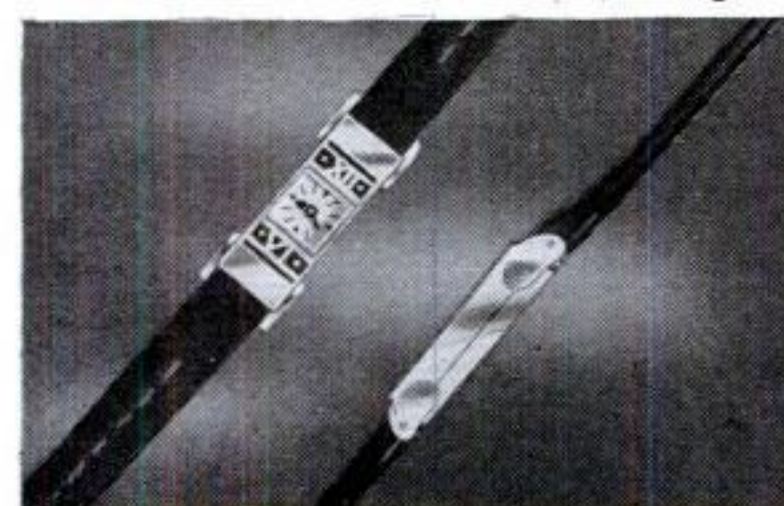
Exclusive Reserve Power Indicator

BACK-Setting Stem Can be set to the Second. There is no winding stem.

**LE COULTRE FUTUREMATIC** is the first entirely new conception in watches in generations. It is 100% self-winding; there is no winding stem. It is always fully powered; it cannot run down; it cannot overwind. The LeCoultre Futurematic is engineered to be the most accurate watch in the world today. In trim, hand-finished, gold-filled case... \$99.50.



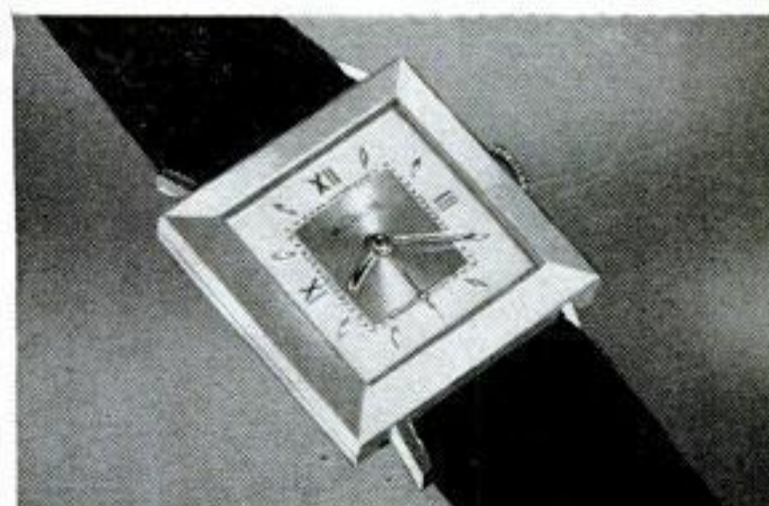
**THE MOST COMPLICATED WATCH IN THE WORLD**, made by LeCoultre; automatic calendar, split-second timer. Has 400 parts. 18K gold case... \$4200.



**LE COULTRE DUDLEY.** The impressive, square case is mirror-like through its lapidary finish. Square motif is repeated in its handsome, two-toned dial. 14K gold. \$135.



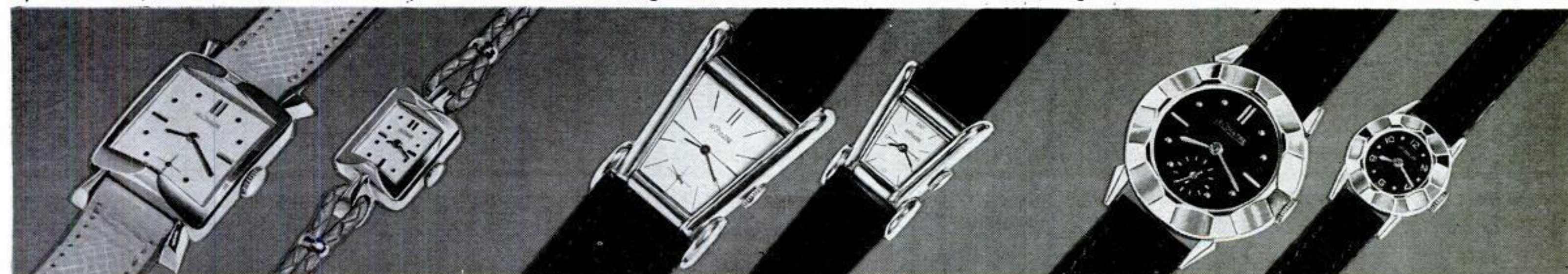
**LE COULTRE CAPRICE.** Definitely Paris-inspired is the design of this charming watch in its setting of flowing gold. Hand-finished to the last detail. 14K gold. \$125.



**LE COULTRE ARISTOCRAT.** In smart, wedge-shaped cases. Watches illustrated above available in white or yellow gold-filled cases, suede straps... Each, \$71.50.



**LE COULTRE FIRST NIGHTER.** These, too, represent fine jewelry craftsmanship at its best. "Top Hat" for Him; "Orchid" for Her. Finest quality... Each, \$71.50.



**LE COULTRE** watches in matching styles for "her" and for "him"—perfect for the bride and groom—perfect for anniversaries. Above, "Duke and Duchess", each \$71.50.

**LE COULTRE ARISTOCRAT.** In smart, wedge-shaped cases. Watches illustrated above available in white or yellow gold-filled cases, suede straps... Each, \$71.50.

**LE COULTRE FIRST NIGHTER.** These, too, represent fine jewelry craftsmanship at its best. "Top Hat" for Him; "Orchid" for Her. Finest quality... Each, \$71.50.

# VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTNAUER WATCH CO., INC.

All Prices Include Federal Tax





## Protection

### You Get It for Your Car with New AC Aluvac Oil Filter Element

A new AC *Aluvac* Element in your car's oil filter is a sure way to guard your engine against wear and repair. It keeps dangerous grit and dirt out of your engine oil — prevents circulation of ring-clogging, valve-gumming, parts-wearing sludge.

AC *Aluvac* Elements do these things far better than ordinary

old-style elements because they have many times the filtering surface — trap far smaller particles — and have twice the sludge retaining capacity.

There's an AC dealer near you. Let him give your car's engine the protection of AC *Aluvac* — the new quality standard in oil filter elements.



IF YOUR CAR is not oil filter equipped, you can get a complete AC unit with *Aluvac* Element at moderate cost. See your AC service man.



AC SPARK PLUG DIVISION

GENERAL MOTORS CORPORATION

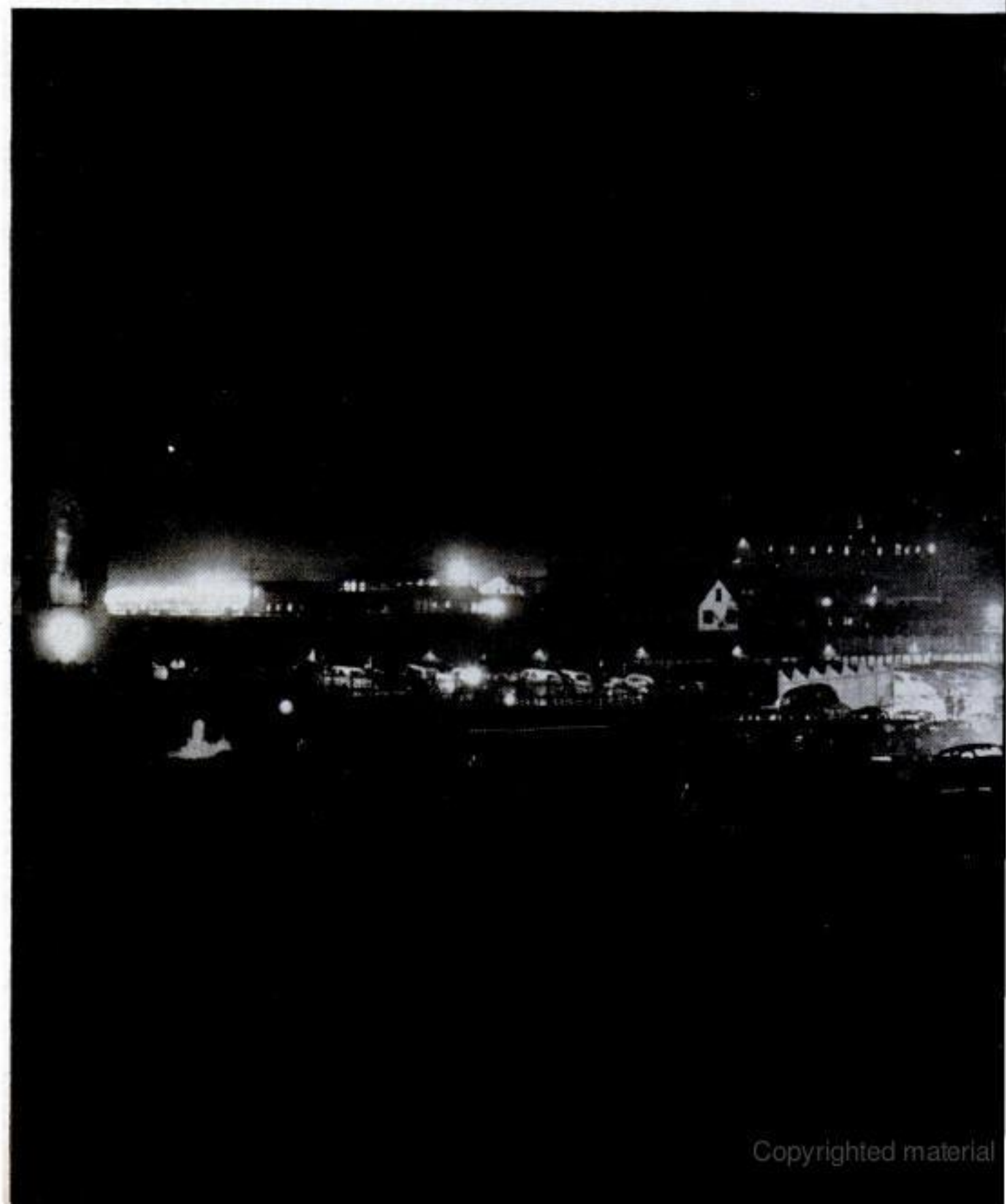


A SIGHT TO GLADDEN THE DRIVE-IN OWNER'S HEART IS THIS CARFUL OF

## DRIVE-IN FILM BUSINESS BURNS UP THE PRAIRIES

Open-air theaters are enjoying first-class boom

HIGH POINT IN DRIVE-INS IS THE FOUR-SCREEN THEATER IN CHICAGO.







HAPPY FANS IN A CHICAGO THEATER. LIKE MANY DRIVE-INS, THIS ONE LETS KIDS IN FREE TO ENTICE PARENTS AND ALSO BUILD UP BUSINESS FOR YEARS AHEAD

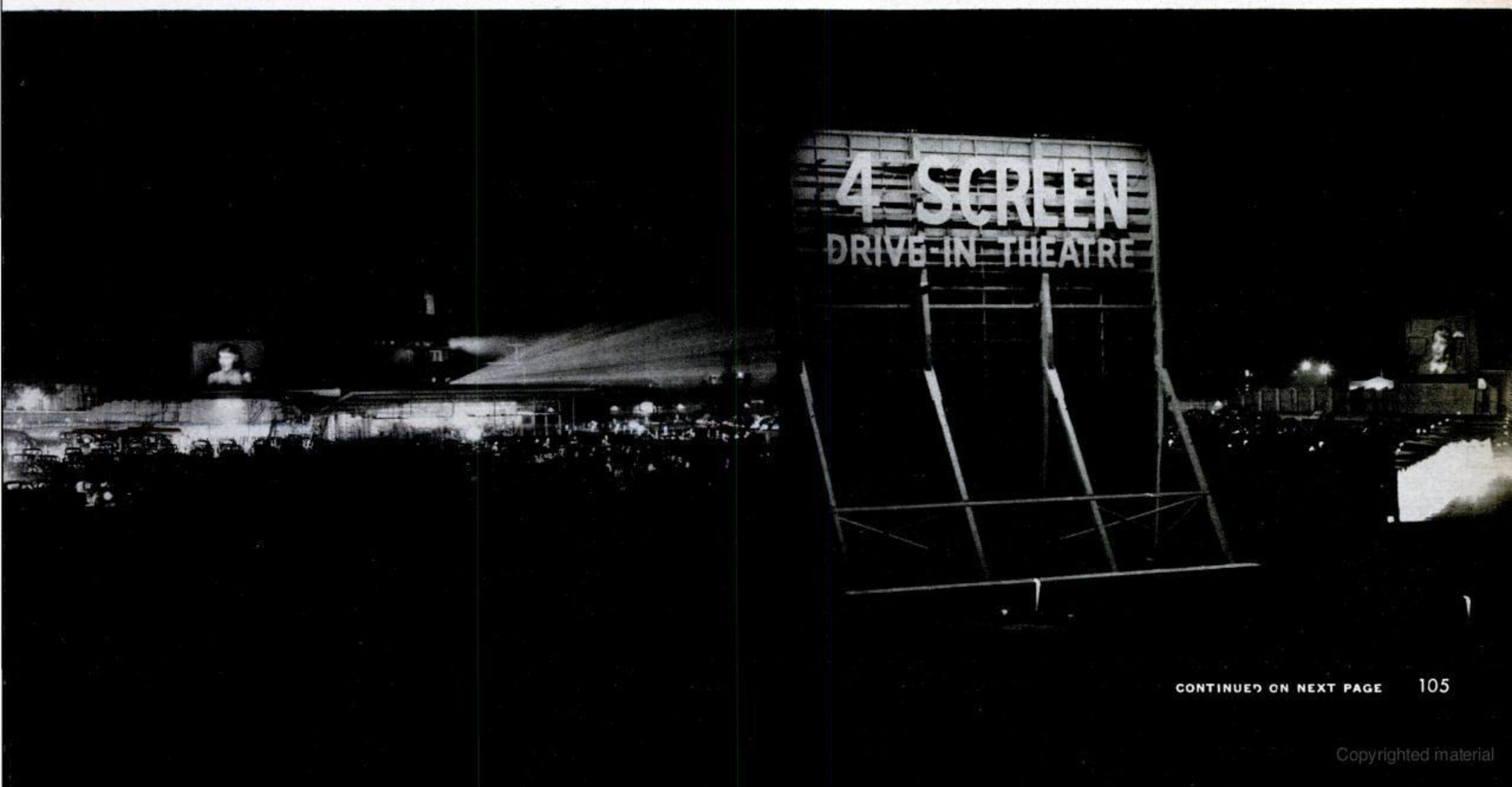
Showmen toting up figures at summer's end have discovered at least one streak of silver in the lining of movieland's clouds. Out in the open spaces, in potato field and prairie, cars were being parked by the thousand, bumper to bumper, in drive-in theaters. In barely three years' time the drive-in, which was invented in 1933 but considered something of a freak in its early days, has become a pillar of the business. There were 295 of them in early 1943. There are 3,580 operating in the U.S. today, and almost all of them seem to be making money.

The drive-ins have proved a unique means for bringing back some of the "lost audience"—above the age of 35—which stopped going to movie theaters long ago. Admission is low, especially when you pay by the carload. There is no parking problem. You are not distracted by love-makers behind you, and you can do your own love-making in privacy. The kids can come along, generally for free, and if they don't like the movie there are playgrounds for them. Anyway, there is no baby sitter to pay.

For the owner the drive-in furnishes con-

siderable economic advantages. It costs little to build, less to operate. There are no seats to be ripped up by vandals or covered with gum. By serving meals to the audience in their cars, the proprietor can add restaurant profits to his box office intake. For the audience the drive-in has many of the conveniences of television. It offers entertainment for the whole family in cozy quarters. In addition it sometimes provides carhop service, washing machines, even beauty parlors, and is somewhat more likely than TV to provide a show worth looking at.

PROJECTORS IN CENTER BEAM FILM IN EVERY DIRECTION. ON TWO OF THE SCREENS SHOW BEGINS 20 MINUTES AFTER FIRST TWO FOR BENEFIT OF LATECOMERS





# AVONITE

TRADE MARK REG.

# SOLES

DANCE ON THEM

PLAY ON THEM

WORK ON THEM

*and get...*

# EXTRA MONTHS OF WEAR



AVONITE

**SOLEMARK  
of QUALITY**

America's finest soles have the look and feel of leather with two to three times the wear. Look for them on shoes for all the family. They are light, flexible, waterproof, comfortable soles that keep shoes shapely and smart throughout those *extra months of wear*.

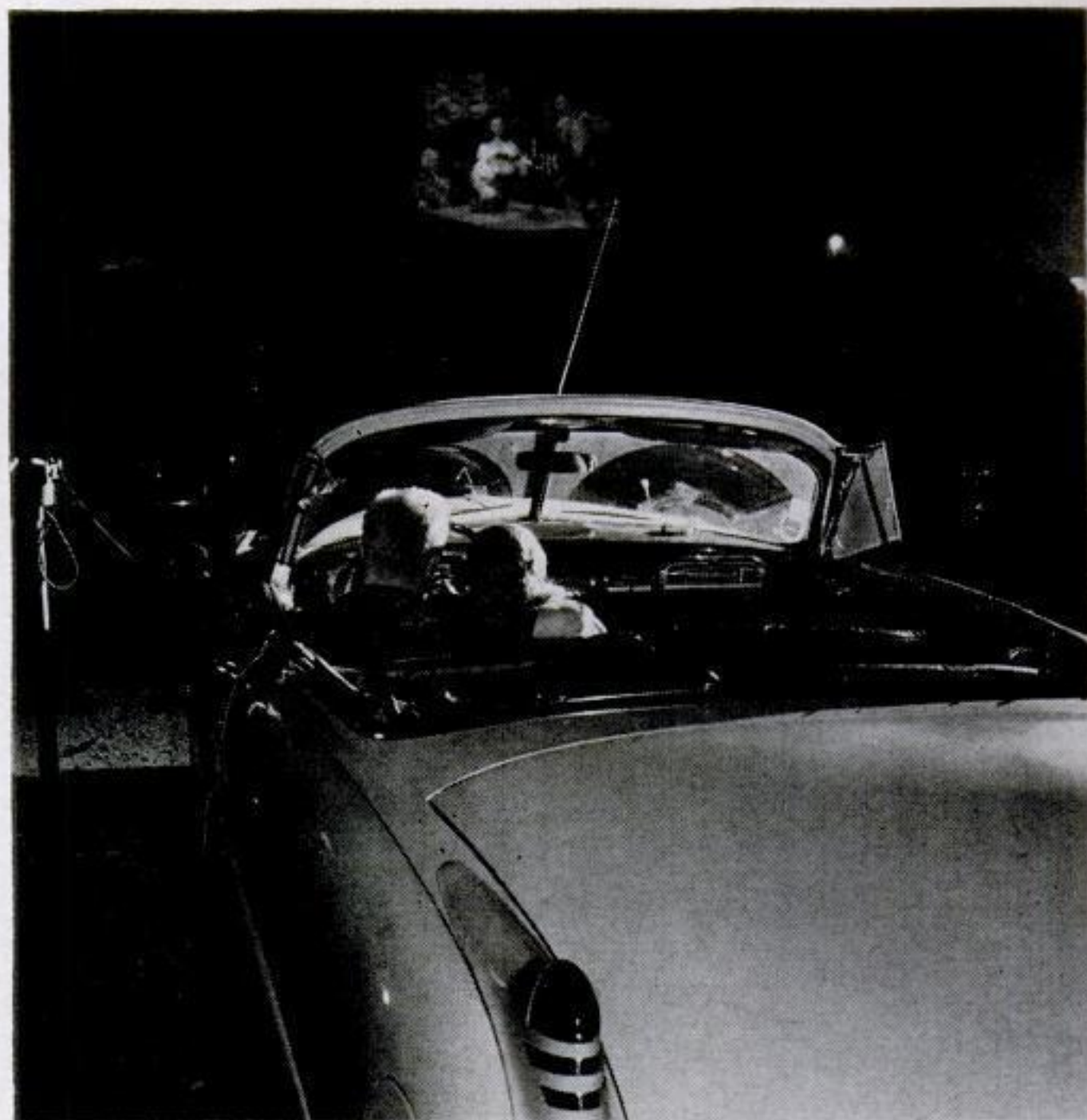


AVONITE SOLES  
are approved for the  
Official Girl Scout Shoe

**AVON SOLE COMPANY AVON, MASSACHUSETTS**  
FOR FORTY-ONE YEARS SPECIALISTS IN FINE SOLE MATERIALS

*not on all shoes . . . just the best ones*

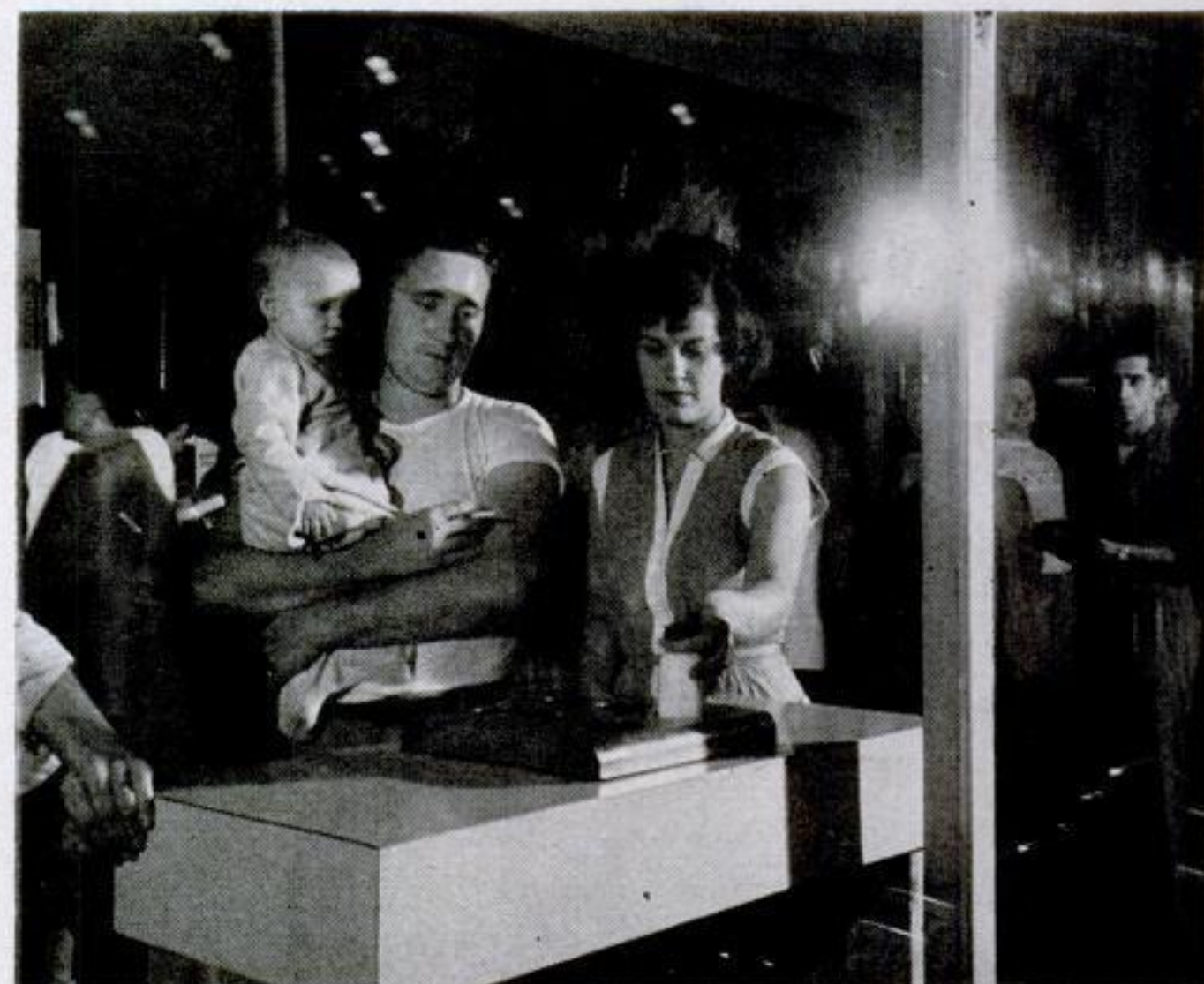
## Drive-ins CONTINUED



**YOUNG COUPLE** watch second feature at Chicago drive-in while children, who came for the first picture, sleep out of sight and harm's way in rear seat.



**CARHOP** serves coffee, sandwiches to audience. Drive-in owners estimate that from a third to a half of their revenue is derived from sidelines like this.



**BOTTLE-WARMING TABLE**, provided free by theater, lets mothers heat up their formulas, thus enabling them to attend shows with infants in arms.

CONTINUED ON PAGE 102



# It's Check-up Time!

- 1 **USE THIS PAGE AS A GUIDE...**
- 2 **CHECK YOUR MEDICINE CABINET...**
- 3 **FILL YOUR NEEDS AT YOUR DRUG STORE!**

#### FOR GOOD HEALTH

- ☐ Vitamins
- ☐ Cough & Cold Remedies
- ☐ Laxatives
- ☐ Pain Relief Preparations
- ☐ Antacids

#### FOR GOOD LOOKS

- ☐ Face and Hand Creams
- ☐ Toilet Soaps
- ☐ Cosmetics
- ☐ Facial Tissues
- ☐ Manicure Sets

#### FOR SHAVING

- ☐ Shaving Creams
- ☐ Safety Razors & Blades
- ☐ After Shave Lotions
- ☐ Electric Shavers
- ☐ Lather Brushes

#### FOR THE NURSERY

- ☐ Baby Foods & Cereals
- ☐ Nursing Bottles
- ☐ Nipples & Pacifiers
- ☐ Baby Oils & Powders
- ☐ Baby Scales

#### FOR HAIR HEALTH AND BEAUTY

- ☐ Shampoos & Tonics
- ☐ Home Permanents
- ☐ Bobby Pins
- ☐ Brushes & Combs
- ☐ Hair Dryers

#### FOR FIRST AID

- ☐ Adhesive Bandages
- ☐ Cotton & Gauze Bandages
- ☐ Fever Thermometers
- ☐ Burn Remedies
- ☐ Hot Water Bottles

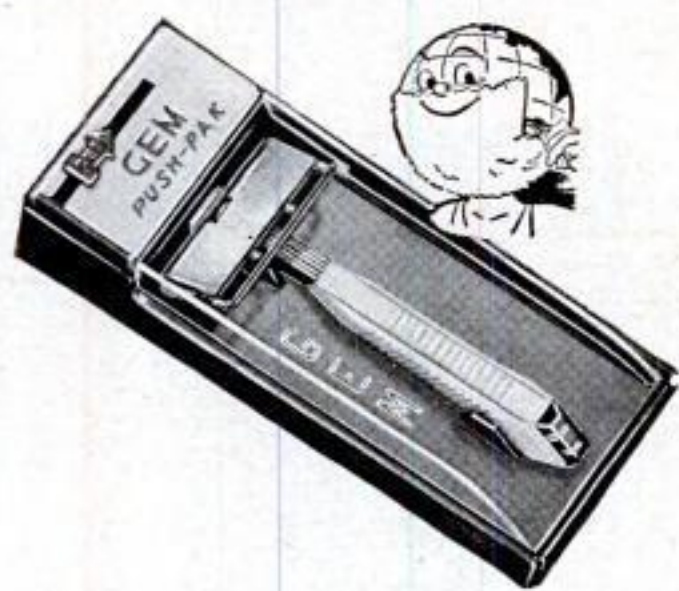
#### FOR PERSONAL HYGIENE

- ☐ Dentifrices
- ☐ Toothbrushes
- ☐ Mouth Washes & Gargles
- ☐ Deodorants
- ☐ Sanitary Napkins & Tampons

#### FOR GENERAL USE

- ☐ Electric Blankets
- ☐ Electric Heating Pads
- ☐ Combination Syringes
- ☐ Bathroom Scales
- ☐ Sprays & Atomizers

## YOUR DRUGGIST PARTICULARLY RECOMMENDS THESE PRODUCTS



**NEW GEM RAZOR**—Get the easiest shave on the face of the earth! Deluxe Feather-Weight Gem Razor and 10-blade Gem Push-Pak, in crystalline case—\$1.80 value, only 98¢. The Gem way is the best way to "avoid five o'clock shadow." Try it today.



**JOHNSON'S BABY LOTION**—specially formulated to protect your baby against common skin irritations. Hospital-proved... actually kills germs, yet is soothing, non-irritating. Ends "ammonia" diaper odor too! Start this scientific care today.



**TAMPAX** is the kind of monthly protection that gives a woman confidence and poise on "those days"... Why?... Because it's doctor invented, worn internally, invisible and *unfelt*. No belts, pins or odor. Easily disposable. Used by millions.



**NEW WILDROOT Liquid Cream Shampoo** with soothing lanolin—soapless! Foams into creamy lather; floods away dirt, and loose dandruff; leaves hair squeekie clean, easy to manage. Get New Wildroot Liquid Cream Shampoo—for as little as 29 cents.

This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

**McKESSON & ROBBINS, INCORPORATED**

AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

© McK & R, 1951



# Take **NULLO** like a Vitamin



No other kind of  
Deodorant can  
give you this!

**DON'T BE FOOLED!** Nullo,  
the original chlorophyll  
deodorant is being  
imitated but it can't be  
duplicated! Nullo kills  
body odors from head to  
foot! Protects you all  
day... all over! Nullo  
really works! Be sure—  
take Nullo daily.

## GOODBYE BODY ODORS Bad Breath, too!

It's so easy, so simple. Just swallow a tiny sugar-coated Nullo tablet once or twice a day. Then no matter how hot the day, how stuffy the room, what time of the month, you're as fresh as though you'd stepped right out of a shower. Unlike ordinary deodorants, Nullo protects you *all day... all over!* Nullo is completely effective... it works internally, safely. Don't sacrifice

peace of mind, don't worry and wonder, don't be noticed for something unpleasant—it's all so unnecessary!

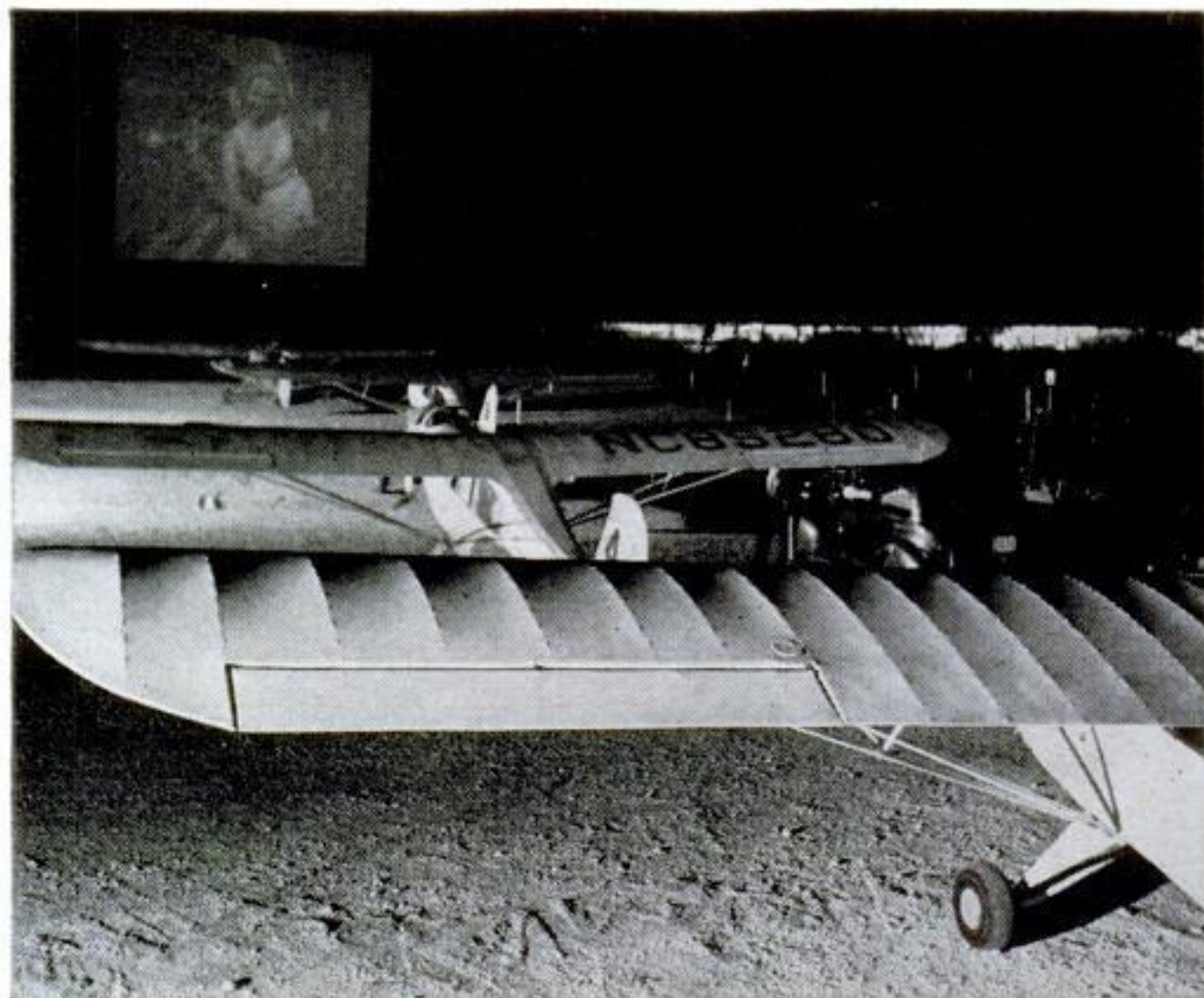
Nullo protects you *all day... all over!* There never has been anything like Nullo before. It's *chlorophyll*—Nature's Deodorant—specially processed and concentrated. The De Pree Co. Established 1906. Manufacturers of Nurse Brand Drugs and Wheatamin Vitamins.

### SAFE AS A LETTUCE LEAF!

Nullo is nature's chlorophyll. It's in the green vegetables you eat every day. Nullo does not stop normal healthy perspiration. Taken internally like a vitamin, it safely and effectively deodorizes. It's easy to carry... easy to take!  
30 day supply \$1.25. Economical family size (100 tablets) \$2.95



### Drive-ins CONTINUED



**FLY-IN** in Belmar, N.J. is built right next to a landing field and allows airplanes to taxi over to see the show at an admission price of 65¢ per passenger.



**TRAIN RIDE** is offered at the Four-Screen Theater for children who don't particularly go for what is offered on the movie program. All the rides are free.



**ANIMAL FAN**, a cougar named Cougar, was brought by his trainer to drive-in near Los Angeles to see picture called *The Big Cat*, in which he played lead.

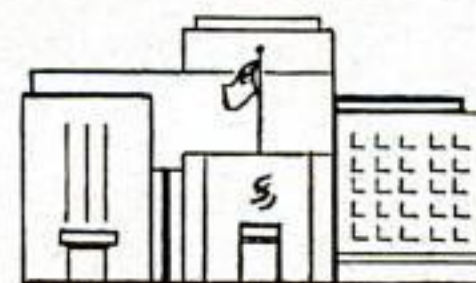


Millions enjoy

# America's finest rug cushion



IN HOMES



IN PUBLIC  
BUILDINGS

*Allen*  
**RUBBER-LOC**  
PATENTED

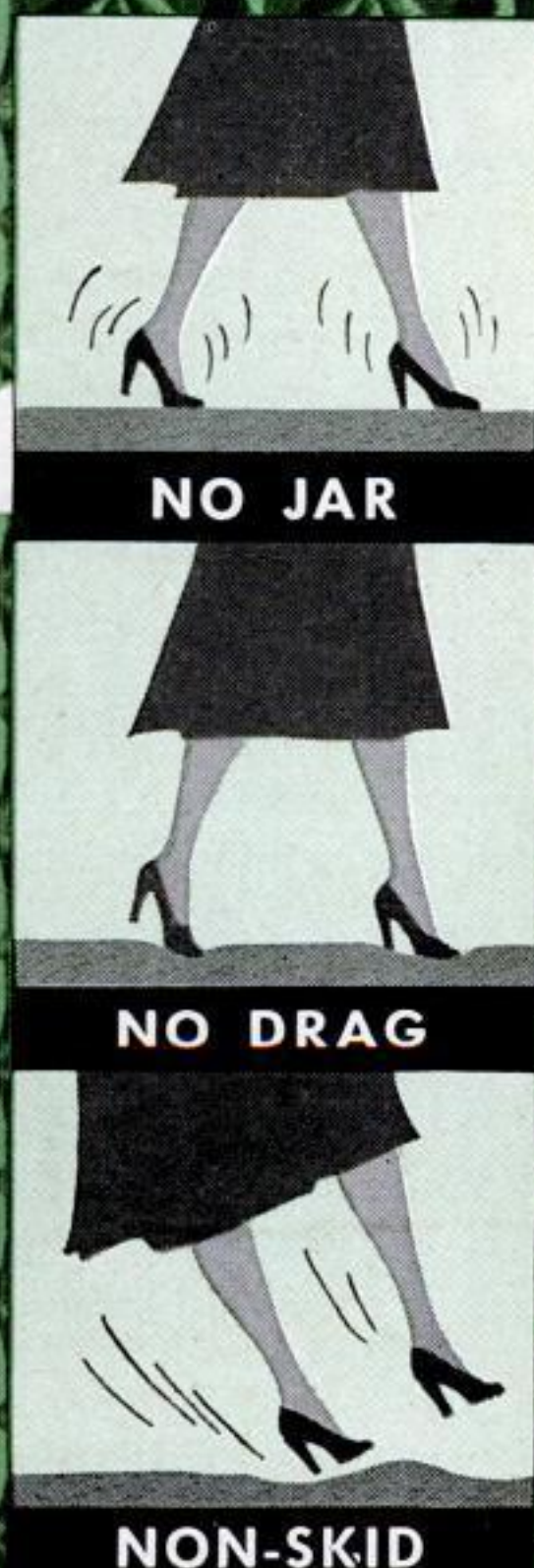
Preferred by experts who *know* that maximum walking comfort is as important as rug and carpet protection in buildings, hotels and stores. ALLEN RUBBER•LOC can perform equally as well in *your* own home . . . add luxury as well as double the normal life of your rugs and carpets. In Alpine Green . . . ALLEN RUBBER•LOC . . . with exclusive Rubberized Waffled Top . . . Shock Absorber Center . . . is available wherever floor coverings are sold.

**ALLEN INDUSTRIES INC.**

Carpet Cushion Division, Detroit 7, Mich.



Allen . . . one of America's largest manufacturers of automotive insulation and upholstery material.



NO JAR

NO DRAG

NON-SKID

*Allen*

**RUBBER•LOC**





Now—the perfect  
"take it with you" make-up  
in a slim, new

## MIRROR CASE

POND'S

**It's foundation and powder—in one!**

The most amazingly *easy* face flattery you can imagine! No wet sponge. No greasy fingers. No loose spilly powder. Pond's Angel Face is foundation and powder *in one*—blended into one marvelous *complete* make-up! Smooth, velvety—never shiny, never drying.

**Smooths on with a puff—in 5 seconds!**

Now—in its slender new ivory-and-golden Mirror Case, complete with mirror and puff, Angel Face is easier than ever to love! Easier than ever to use for a quick pretty-up anytime, anywhere! Just smooth on your Angel Face with its own fluffy *puff*. It *stays on*—much longer than powder! And it *can't spill*!

**Tuck your Angel Face in your handbag**

Carry your most flattering complexion right at your fingertips! "In its charming new Mirror Case, Angel Face is the *perfect* make-up to carry in a handbag," says Mrs. Francis I. du Pont, 2nd. "I'd no more go out without my Angel Face than without lipstick," says Mrs. George Jay Gould, Jr.





# Angel Face



New! Angel Face Mirror Case complete with mirror and puff. In your choice of six heavenly Angel Face shades . . .  
\$1\*



Also—Pond's Angel Face in the sweet, familiar blue-and-gold box, with puff. Two sizes . . .  
59¢, 89¢\* \*plus tax

Velvety, soft-tinted, clinging—Pond's Angel Face gives you an enchantingly fresh, "un-artificial" new make-up in 5 seconds!



*Designed especially for your ranch-style house!*

# Floor-Plan Rugs

*come in 20 "nearly wall-to-wall" sizes!*

Another beautiful broadloom . . . in the Floor-Plan Rugs that give you a wall-to-wall effect at an ordinary rug price! It's just one of dozens of modern and traditional patterns . . . one of five fine, durable broadloom qualities your Alexander Smith dealer carries in 20 Floor-Plan sizes. This quality costs only \$140.00\* in the 12' x 13'6" size that fits this room nearly wall-to-wall. 9' x 12' prices range from about \$89.50\* to about \$182.50\*.

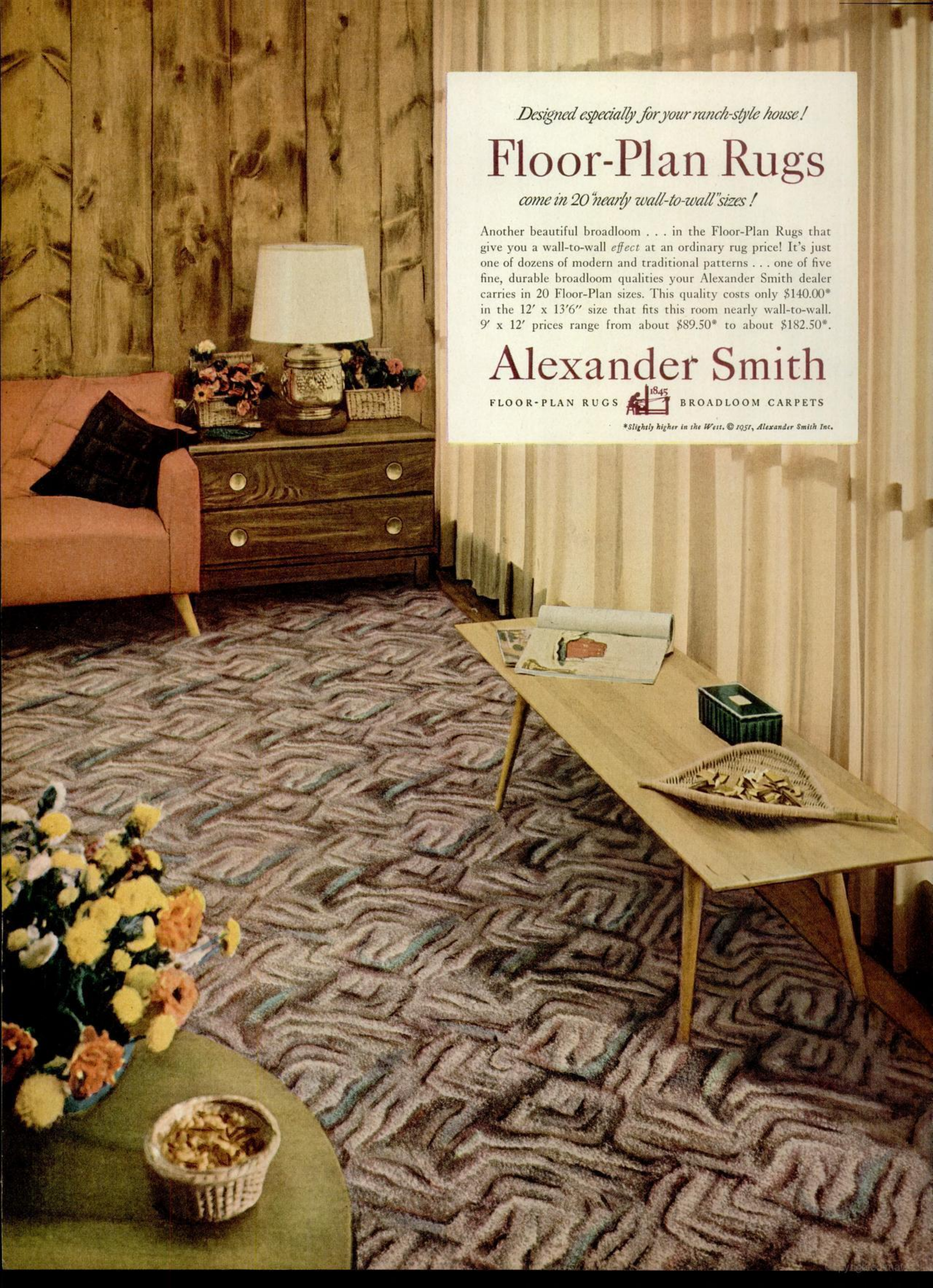
## Alexander Smith

FLOOR-PLAN RUGS

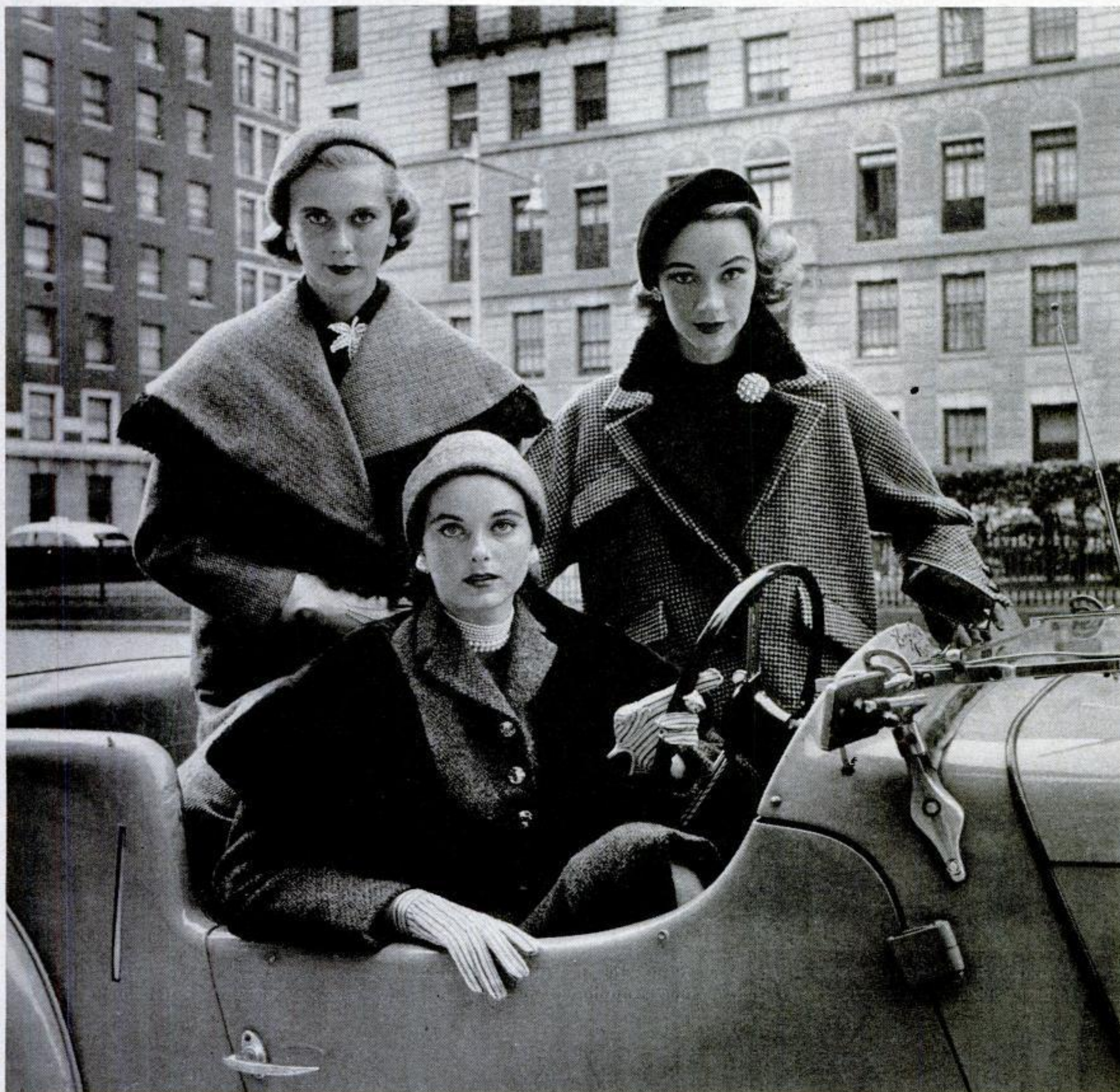


BROADLOOM CARPETS

\*Slightly higher in the West. © 1951, Alexander Smith Inc.







**TOWN TWEEDS** include Nettie Rosenstein's cape-collared suit (*left*) with black yarn fringe (\$235), Ben Zuckerman's fit-

ted suit (*center*, \$185), worn with fur-lined coat (\$500) and Dior's checked, straight short coat with a Persian lamb collar (\$345).

## New Tweedy Types

### THE RUGGED, BULKY FABRIC NOW HAS AN URBANE AIR

The texture of an autumn outfit is now almost as important as its silhouette. Bulky, loosely-woven fabrics are being put to unusual new uses, and of all the heavy cloths, tweed is most prevalent. Since the war Britain's traditionally fine tweeds have been joined by the improved weaves of France, Italy and the U.S. Though there are brightly colored variations, the staples are still

the classic patterns—diagonal twill (background), herringbone, houndstooth and pepper and salt. High-style tweedy types appear in small-waisted coats, suits with fur, and even dresses or skirts lined with taffeta (*p. 116*) to eliminate any scratchiness. True country tweedophiles will still be around in all their baggy, peat-smelling splendor and not feel out of place in town for lunch.

CONTINUED ON NEXT PAGE





*Here we go Again!*



"THE WORLD IS FULL  
OF WONDERFUL THINGS,  
WHITEY!"



"YES, BLACKIE, AND YOU FIND  
BLACK & WHITE SCOTCH  
EVERYWHERE, FOR ALL  
THE WORLD KNOWS...ITS  
QUALITY AND CHARACTER  
NEVER CHANGE."



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDING SCOTCH WHISKY 86.8 PROOF  
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

TWEED CONTINUED



DOLL-WAISTED COAT of French tweed with new wide sleeves (Seymour Fox, \$225) is stylish use of rugged fabric, worn with Mr. John's fox turban.



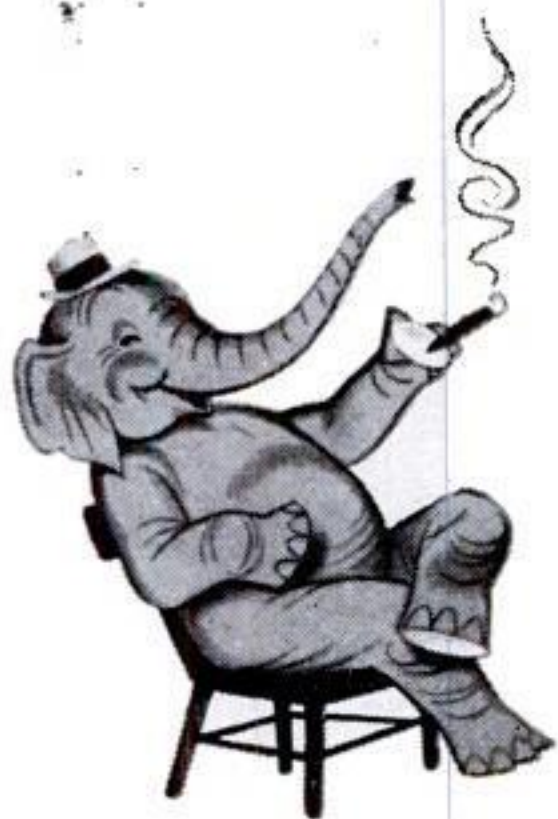
FOUR-PART TWEED by Pauline Trigere (jacket, skirt, vest, hat, \$310 complete) is most concentrated use, here broken by spotted fur scarf and muff.

CONTINUED ON PAGE 116



No other car rides like a

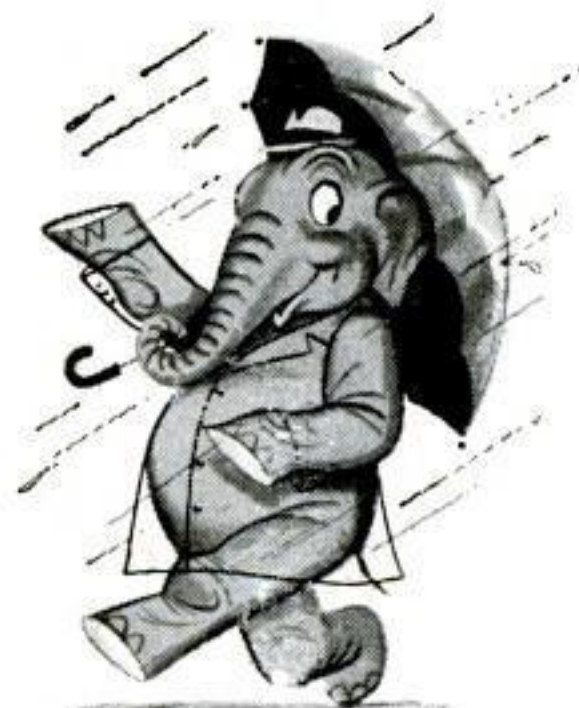
# DESOTO



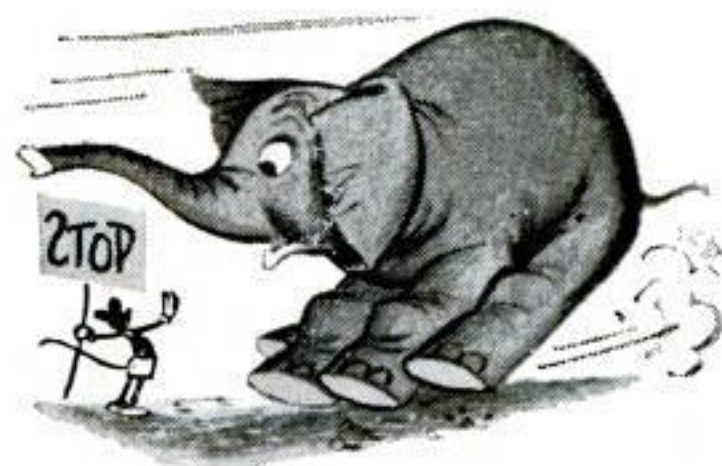
MORE HEAD-ROOM,  
LEG-ROOM, TRUNK-ROOM!

It makes you feel better  
physically and financially.

It puts you ahead on the road and keeps  
you out of the shop. It's high on luxury  
but low on upkeep. It's the car that puts  
your dollar back in the driver's seat!

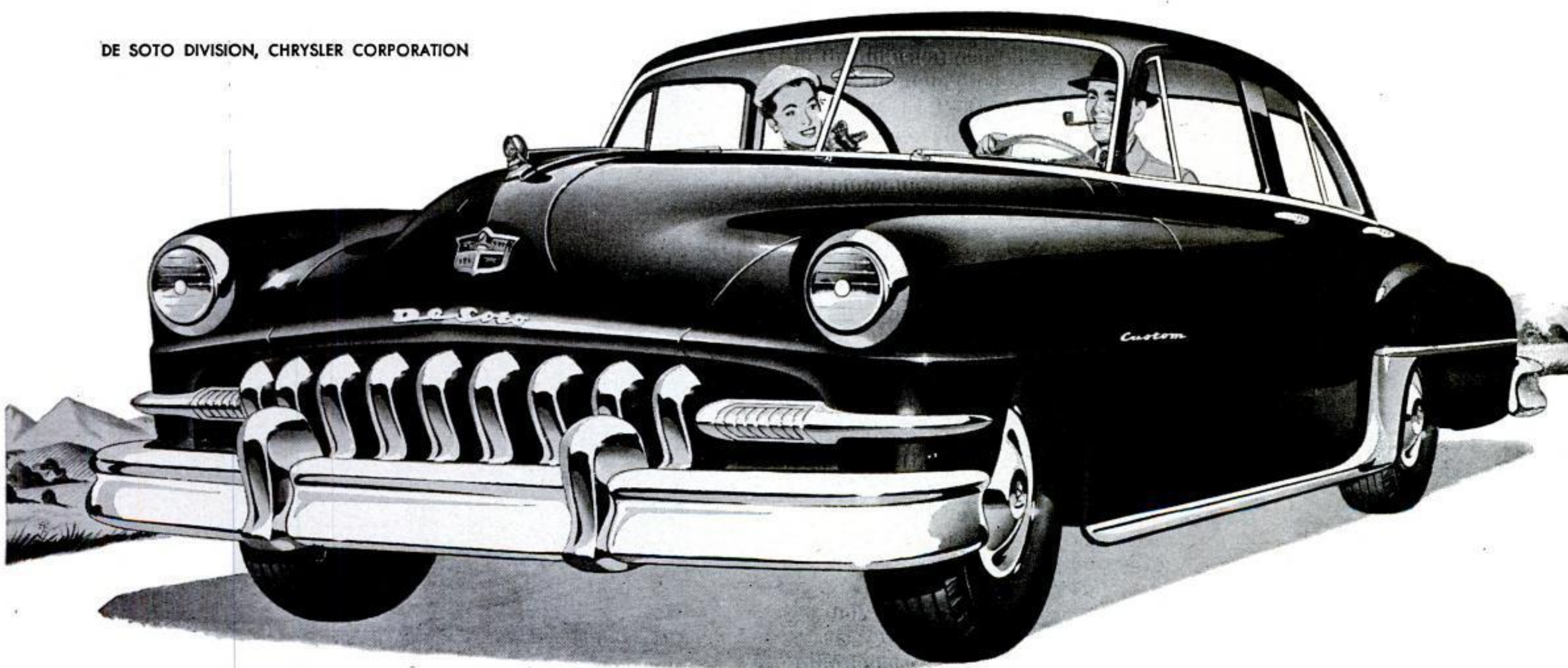


COMPLETELY WATERPROOF  
IGNITION SYSTEM



NO CAR IN AMERICA HAS  
BIGGER BRAKES

DE SOTO DIVISION, CHRYSLER CORPORATION



DE SOTO-PLYMOUTH Dealers present "IT PAYS TO BE IGNORANT," starring Tom Howard, every week on both RADIO and TELEVISION—NBC networks.



LOVELY LADY

Imagine!

The loveliest, finest silverplate of all on your table tonight! Superior because most used spoons and forks are Sterling inlaid with two blocks of Sterling Silver where they rest on the table.

Thus, should wear occur, there's Sterling underneath.

SPRING GARDEN

NEW MAY QUEEN

DANISH PRINCESS

HOLMES & EDWARDS

Sterling Inlaid Silverplate

© 1951, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MERIDEN, CONN. REG. U. S. PAT. OFF. \*ALL PATTERNS MADE IN U. S. A.



**Look Who's Drinking "Seconds" Now!**

M-m-m-m! The delicious chocolate flavor of Cocomalt rings the bell with Johnny every time! Cocomalt tastes so-o-o-o good, and its extra vitamins and minerals help build strong bodies and sturdy bones. So for goodness' sake, buy Cocomalt . . . it tastes good and it's good for you.



MEN LOVE THESE

**ZINGY BAKED BEANS**

Try these **TABASCO BAKED BEANS**

- 1 1-lb. can baked beans
- 2 tbsps. pickle relish
- 1 tbsp. prepared mustard
- ¼ tsp. TABASCO
- 4 slices bacon

• Mix beans with pickle relish, mustard and TABASCO in shallow baking dish. Top with bacon. Bake in moderate oven (350° F.) 30 minutes. Serves 4.

TABASCO® is like nothing you've ever tried before! Not a sauce—but a liquid pepper seasoning that gets its delicious, distinctive flavor from special peppers aged in wood for 3 years. Used by world-famous chefs. Get the one and only TABASCO today—and set it out when you set the table. One drop works wonders!

**TABASCO**

—made only by McIlhenny Company, Avery Island, La.

FOR SAMPLE OF TABASCO, send name, address and 10¢ for handling to Tabasco, Dept. L-9, Avery Island, La.

\*Trademark Reg. U. S. Pat. Off.



## TWEED CONTINUED



## THE FABRIC'S FOLKLORE

The folklore surrounding tweed's origin is almost as woolly as the cloth itself. Most-told tale is that the coarse, homely fabric, which seems nearly as old as the hills of Scotland, was known only as Scottish twill or tweel until 1826 when a London clerk—perhaps dreaming of Sir Walter Scott's popular writings on the Tweed River country—mistakenly wrote "tweed" on an invoice for the Scottish word "tweel" and coined the name which has clung like a burr. Tweed lovers have cherished the sturdy fabric ever since, in classic country styles like the Duchess of Marlborough's five-year-old Harris Tweed (*above*) and now in a herringbone cocktail skirt newly lined with taffeta (Carolyn Schnurer, \$30) which, true to tweed's fashion, should be good for the next five years.





**Try this vitamin cooler!**  
 Serve chilled grapefruit juice in tall glasses morning, noon or night. Vitamin-rich, it's a zestful, bracing eye-opener . . . nightcap . . . and day-long refresher!

**A grand party idea!**

**GRAPEFRUIT PARTY MOLD:** 2 No. 2 cans grapefruit sections • canned grapefruit juice • 2 envelopes unflavored gelatine • ½ cup sugar • ½ teaspoon salt • 1½ cups grated carrot • ½ cup diced celery.

Drain grapefruit sections, measure liquid; add canned grapefruit juice to make 3½ cups. Soften gelatine in 1 cup of the liquid. Heat remaining liquid; add to softened gelatine with sugar and salt; dissolve thoroughly. Chill until consistency of unbeaten egg white. Fold in carrots, celery and 2 cups of the grapefruit sections. Turn into 6 cup ring mold; chill until firm. Unmold. Garnish with remaining sections and salad greens. Serves 8 to 10.

**This fruit cup plays two roles!**

Delightful as an appetizer . . . wonderful as a dessert . . . and so simple to make. Just spoon chilled grapefruit sections into fruit cups. Then garnish with grapes or other fresh fruits of the season.



Serve citrus salad (mixed grapefruit and orange sections). Perfect for fruit cups, salads, desserts.



Serve the canned Florida grapefruit sections. Natural flavor—tangy, zestful. Or with sugar added.



Serve grapefruit juice from cans. Full-strength, from the fresh, tree-ripe Florida fruit. Also grapefruit-and-orange juice blended.



Serve fresh-frozen juice (concentrated). It's frozen just after picking. One can gives 1½ pints of the full-strength grapefruit juice.

## 3 Fresh-as-Spring Ideas for Late-Summer Meals

● **Two things** make a meal come to life every time! First, a salad made with Florida grapefruit. Second, tall, cool glasses of tart-sweet Florida grapefruit juice: the refreshing *dry* juice.

**Healthwise:** Florida grapefruit is one of the richest sources of vitamin C—the vitamin you need in fresh supply every day because your body can't store it.

No other grapefruit—fresh or canned—can touch Floridas for *true* grapefruit flavor. Down in

Florida the sun, soil, natural moisture—and more years of grapefruit cultivation than in any other part of the world—all add up to the perfect grapefruit country, and the finest fruit of all.

A few cans of Florida grapefruit on hand will help you give grand new life and zip to any number of meals. So put canned Florida grapefruit—full-strength juice, fresh-frozen concentrate, sections or salad—on your shopping list today.

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

*Florida's "Bracer-Fruit"*



**Grapefruit**



*We go from  $A^{L_2}(SO_4)_3$  to  $Z^NS$*



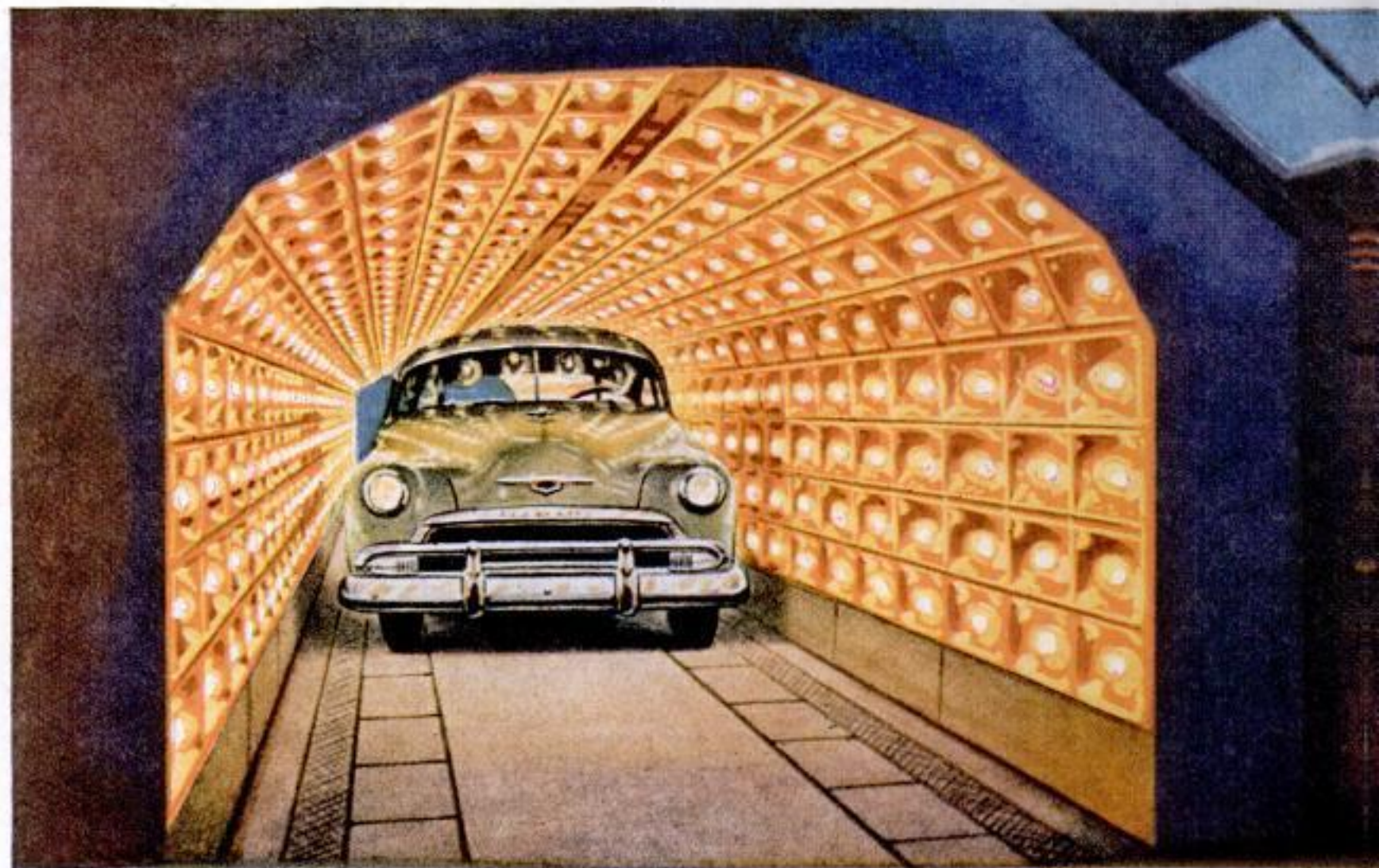
### **Key to better engineering**

**THE CHEMISTRY OF ENGINES.** Following 25,000-mile test runs at the GM Proving Ground, engines in GM and competitive cars are torn down for study by research chemists. Here a precision balance is being used to measure carbon deposit on valves to the most minute fraction of a gram. These painstaking studies aid the design of new high-compression engines that run more smoothly for longer periods. On GM's adjoining military Proving Ground, similar long-distance runs and chemical analyses help insure better power plants for defense—and point ways to continuing engine improvements.



### **Key to better manufacturing**

**THE CHEMISTRY OF COLOR.** Putting a finish on a car once took as long as 30 days. Now it takes only 6 hours. This is typical of GM skill in improving materials and processes to bring about low prices. The job called for an intimate knowledge of the chemistry of finishes—plus the development of special production methods such as better preparation of surfaces, drying under controlled conditions (one example shown at right), ingenious ventilation equipment for protection of workmen. And the chemist's work still goes on, to produce even better finishes.





# to give you better cars

**M**ODERN chemistry plays an important part in creating the greater values you find in all General Motors cars and trucks.

In making each one, hundreds of chemicals are employed, ranging from aluminum sulphate ( $\text{Al}_2(\text{SO}_4)_3$ ) to zinc sulphide ( $\text{ZnS}$ )—including a pinch of tungsten, a pound of antimony and a good ton or more of steel.

So chemists and chemical engineers have long been key men in General Motors Research and

Engineering, and in production, too.

Their extensive experiments have fostered many automotive advances—more lustrous finishes, more durable fabrics, more rugged metals, more efficient engines and higher octane fuels.

In fact, every part of a General Motors car is better today than it was yesterday, thanks, in no small part, to the skill and enterprise of the chemist. And who knows what will come out of today's test tubes to give you still better cars, trucks and military vehicles tomorrow?

## GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



### Key to better research

**THE CHEMISTRY OF FUELS.** Important in research's program of power development is this highly accurate miniature oil still that produces special experimental fuels used in engine studies. These studies began years ago to control knock in engines, led to the discovery of Ethyl gasoline, and a better understanding of the molecular structure of all fuels. Out of this work at GM—and parallel activities in the petroleum industry—is coming the knowledge of fuels and power that make still higher compression engines possible. With the average automobile consuming practically its own weight in gasoline in a single year, this work is important in stepping up fuel economy.



### Your Key to Greater Value —the Key to a General Motors Car

When you enter any GM car—Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac—you open the door to greater mileage, durability, comfort, all-around satisfaction. For the key to any GM car is your key to greater value.







"SHOWING OFF THE NEW AQUARIUM," by John Gannam, Number 60 in the series "Home Life in America."

In this friendly, freedom-loving land  
of ours—*beer belongs... enjoy it!*

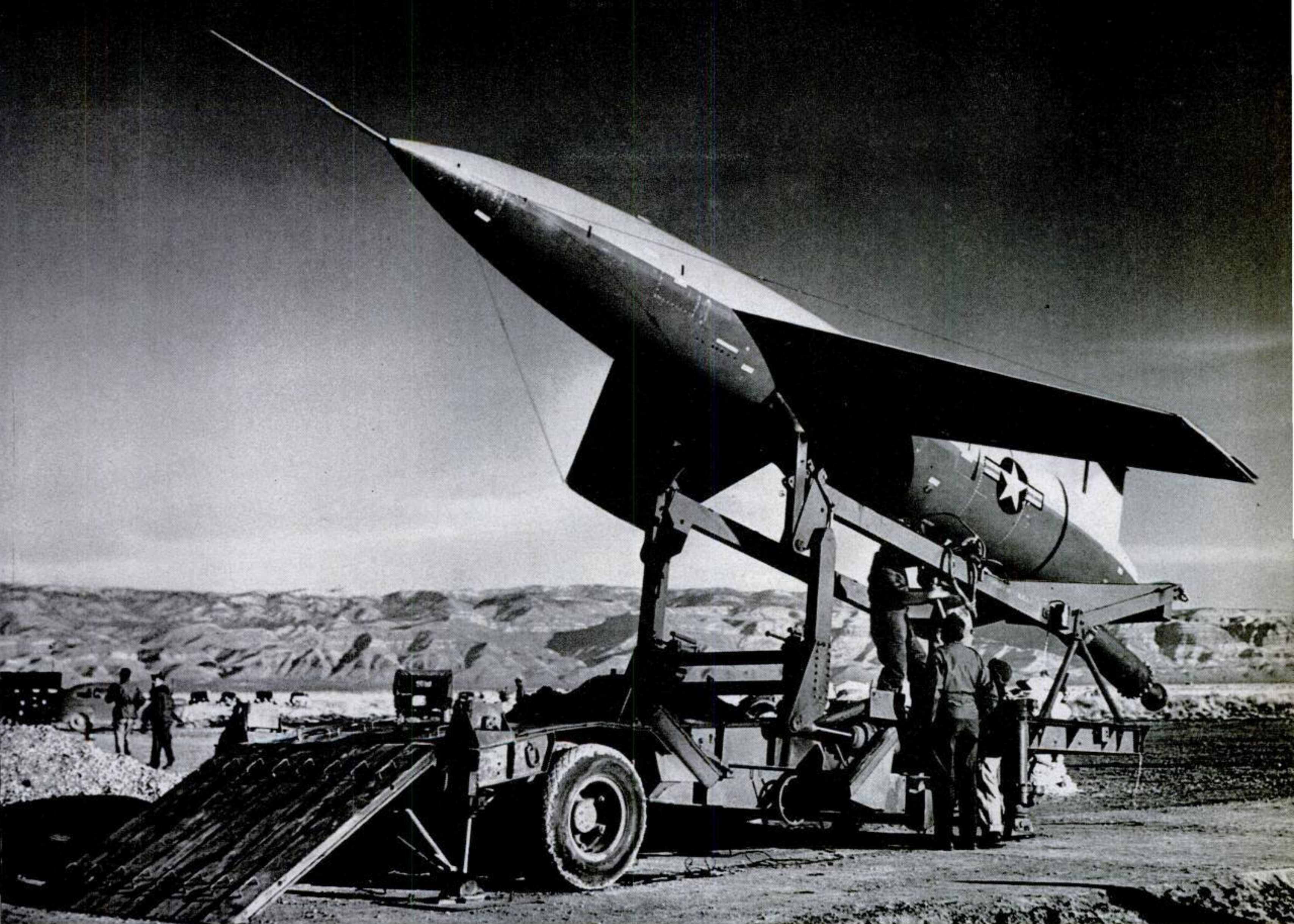


*Beer and ale—  
mealtime favorites*

**AMERICA'S BEVERAGE OF MODERATION**  
Sponsored by the United States Brewers Foundation...Chartered 1862







**AIR FORCE'S MATADOR**, built by Glenn L. Martin Co., sits on its mobile launching platform in a desert proving ground. A one-way pilotless plane, it flies

under its own jet power once it is launched. It can carry an atomic war head at transonic speed and can pin-point an enemy target several hundred miles away.

# FANTASTIC WEAPONS

## WHAT SOME OF THE TALK IS ALL ABOUT

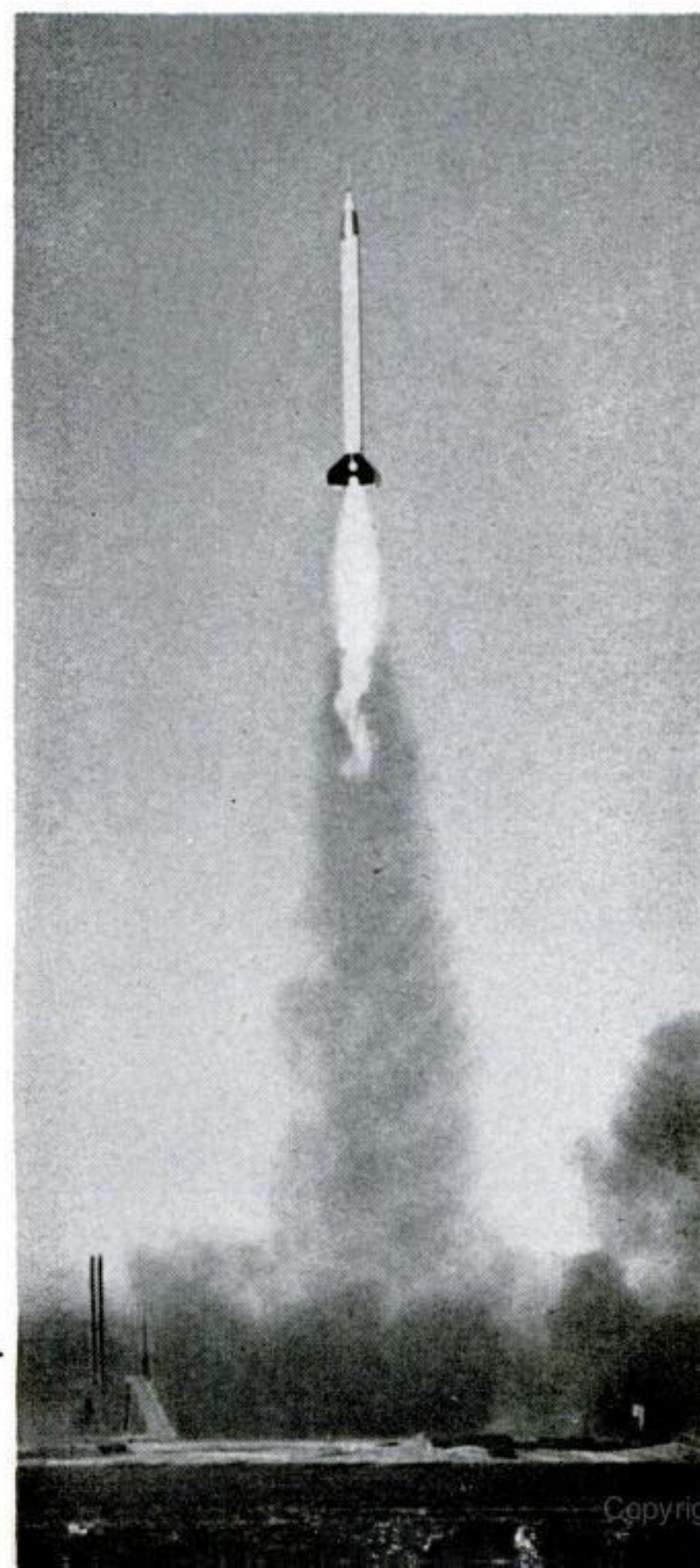
For weeks the country has been caught in a weird fever of belief and disbelief over reports of new and mysterious military inventions. An atomic-powered submarine (*LIFE*, Sept. 3) was revealed and then a similarly propelled plane. President Truman spoke publicly of "fantastic" weapons. Congressmen, emerging from secret sessions in Washington, said the weapons were "stupendous" and "terrible beyond imagination." As the Senate passed a record peacetime military appropriation of \$60 billion, the head of the Joint Committee on Atomic Energy said that the "destructive power of the atomic stockpile today is truly fantastic."

From all this talk about secret instruments the country was jolted into present reality last week when the Tactical Air Force and the Army unveiled their first workable guided missiles,

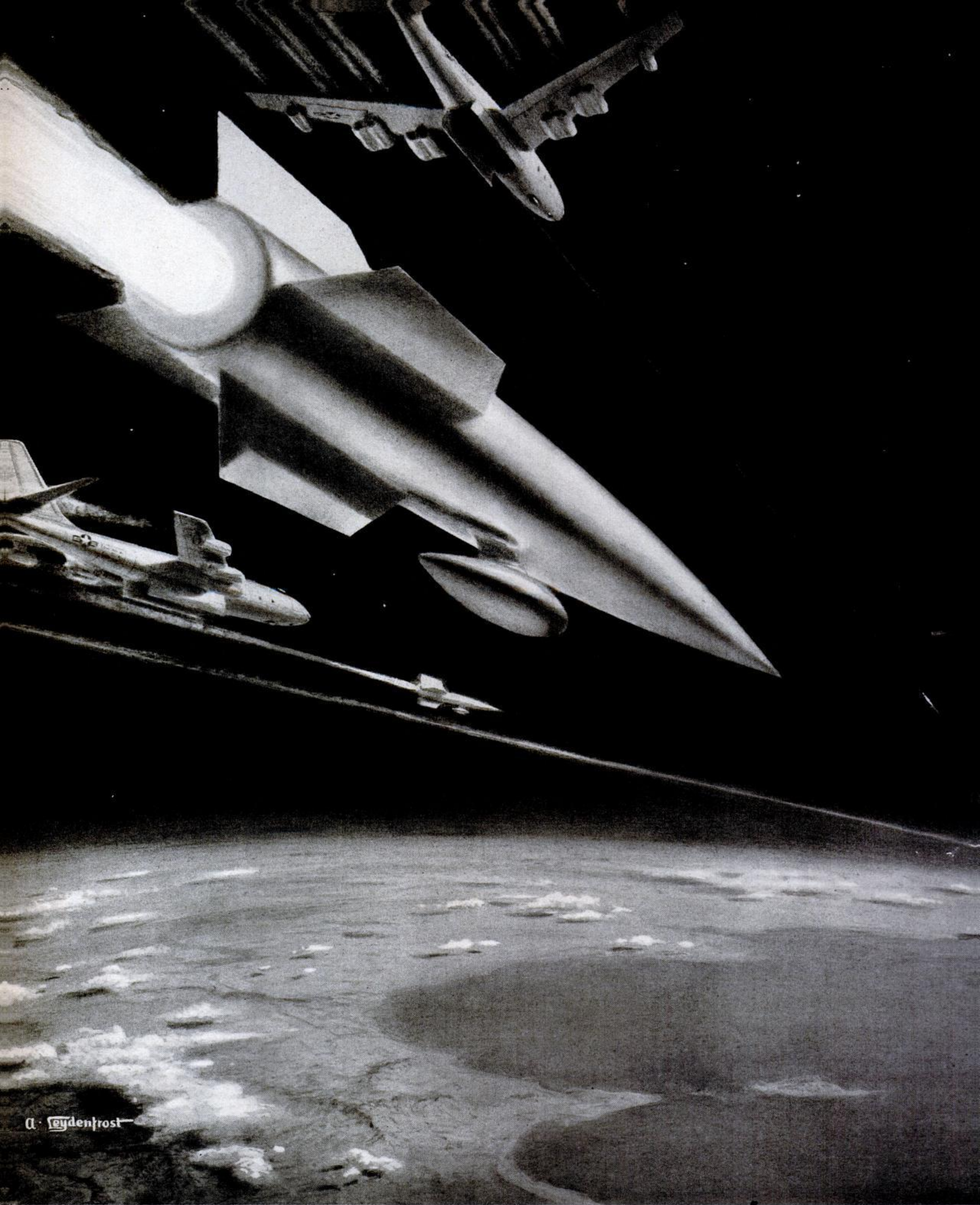
the Matador (*above*) and Corporal (*right*). Not only were the missiles going into mass production, but both services were also beginning to train thousands of men to fire them.

On these pages, in part with known fact, in part with considered speculation, *LIFE* discusses what the talk is about. The main fact is that the supply and uses of A-bombs have multiplied many times. Formerly the heavy bomb could only be used strategically, carried by big planes deep into enemy country. Now the bomb is lighter, more efficient (*p. 123*) and can be used tactically on the battleground. Smaller planes can carry it, but its most effective carrier will probably be the guided missile. Bearing atomic war heads in any weather, its presence in the shifting complexities of building a modern military force will revolutionize the ways of war.

**ARMY'S CORPORAL E**, built by Douglas, can carry atomic war head almost 100 miles at 3,000 mph and is the closest thing to atomic artillery yet unveiled. →





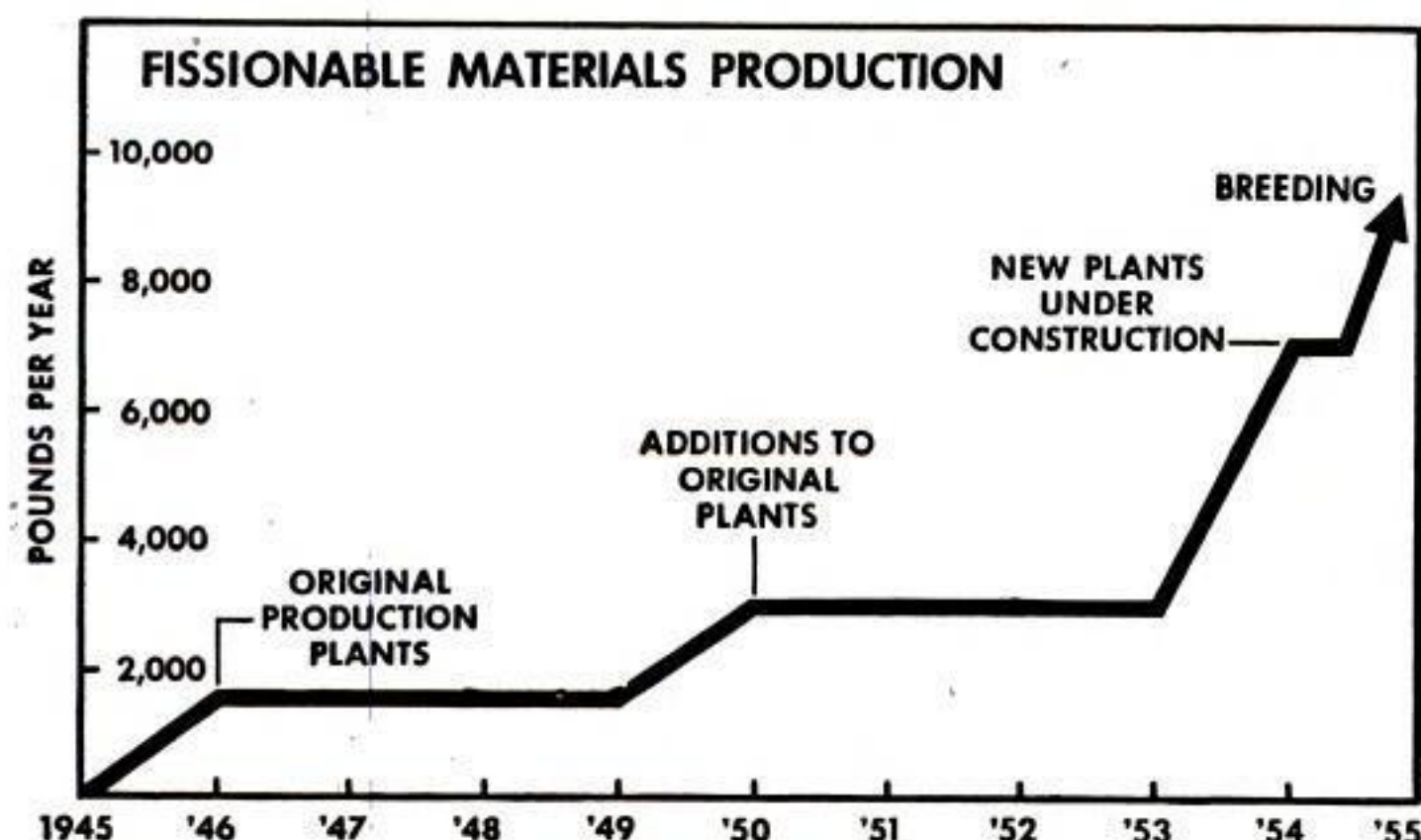


A. Leydenfrost

**STRATOSPHERIC ATTACK** of the future, now closer than ever to reality, would be launched from 70,000 feet above earth. In this drawing, jet planes, possibly

atomic-powered, disgorge electronically controlled missiles, armed with atomic war heads, which will navigate themselves to enemy targets 1,500 miles away.





**PRODUCTION CHART** is based on data Dr. Allan May gave Russians in 1945. A report of the Joint Committee on Atomic Energy reprinted the spy's data, shows he revealed wartime Hanford produced about two pounds of plutonium a day. Progress chart above assumes that Oak Ridge produced U-235 at the same rate.

## ATOM TECHNOLOGY BOOSTS U.S. OUTPUT

The progress the U.S. is making in developing atomic material and power as significant military weapons is based, above all, on a vastly increased supply of fissionable U-235 or plutonium. It will be needed for atomic submarines (*LIFE*, Sept. 3), for atomic-powered planes and for tactical A-bombs. Since tactical A-bombing would involve hundreds of small targets, it would consume far more atomic fuel than the strategic bombing of a few major targets—more, in fact, than previous estimates of U.S. plutonium and U-235 production would allow for. Three other things must be achieved before the tactical A-bomb can take on practical importance:

1) A detonating mechanism far simpler than the enormously bulky ones used during World War II.

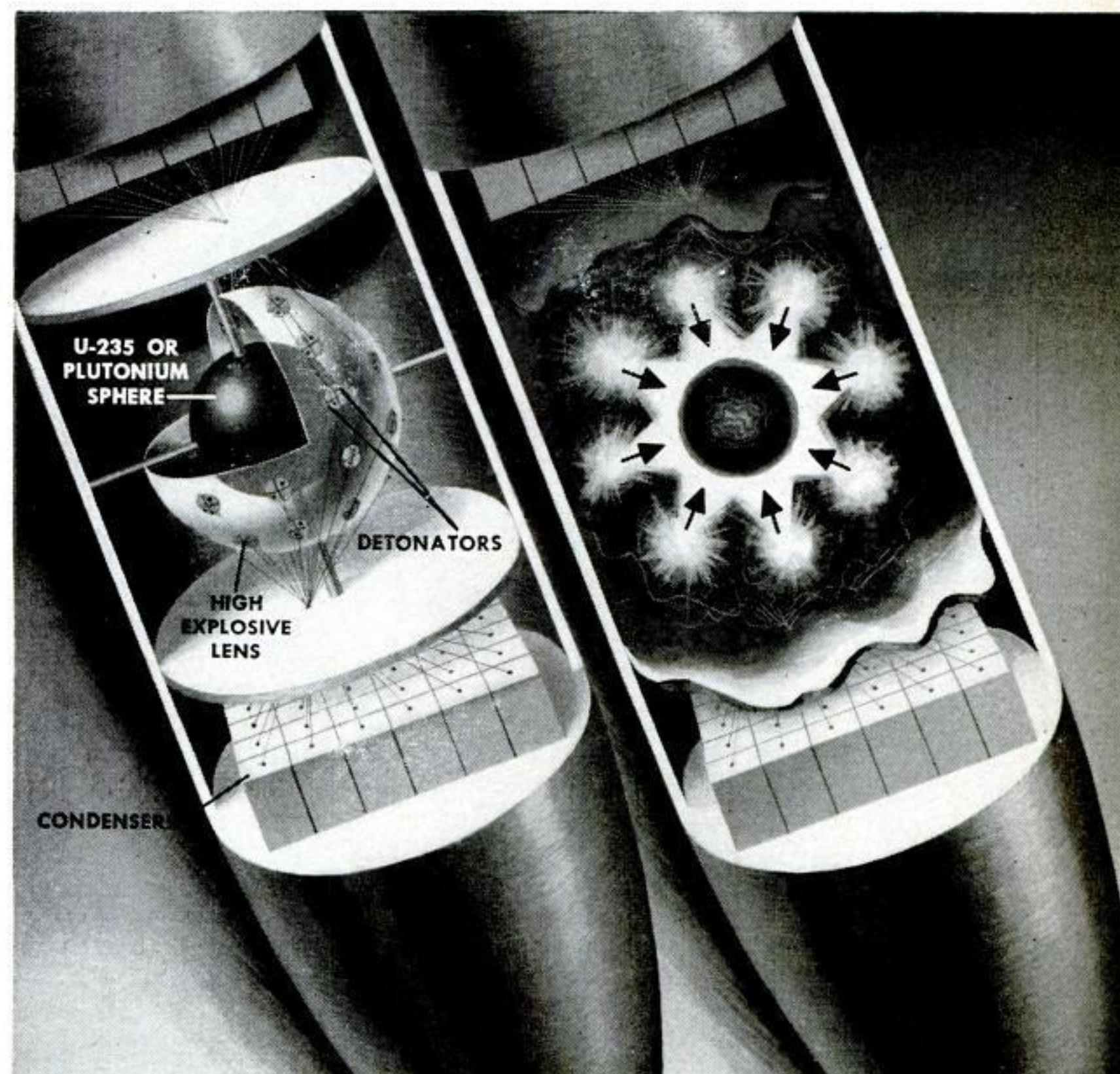
2) Tactical missiles to carry an atomic war head. The U.S. has made great progress here, judging by the Matador and the Corporal E, and may soon have missiles (*opposite page*) which will make both obsolete.

3) A reduction of the bomb's explosive force. The tactical weapon would need far less power than the standard bomb, whose vast destructiveness would be wasted on tactical targets.

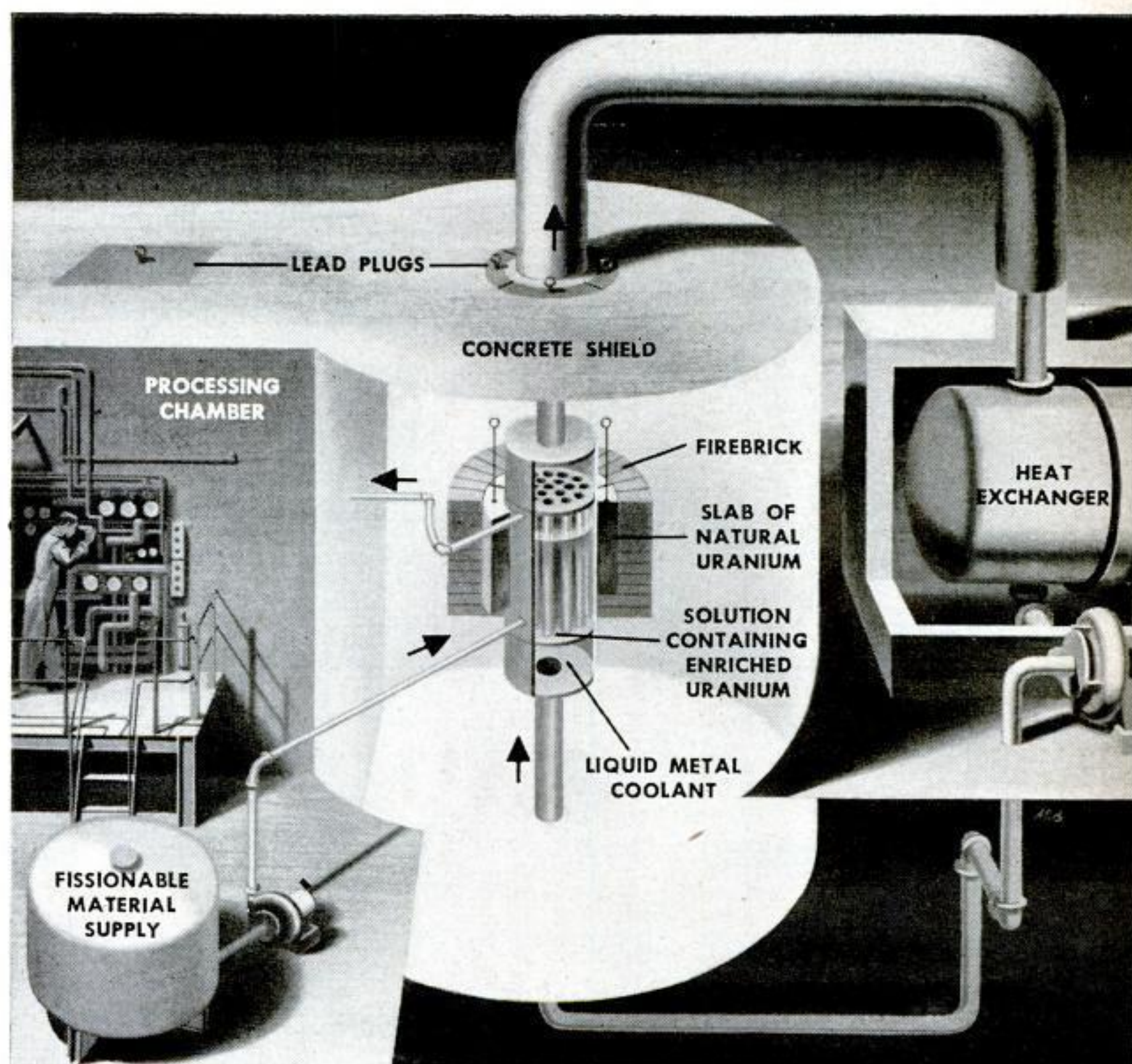
That these developments are close to accomplishment is apparent from the urgent and secret discussions of tactical A-weapons now going on in the Pentagon. What has happened within the security-shrouded confines of the Atomic Energy Commission to make this era of atomic plenty possible? For one thing, a gigantic expansion program was begun by AEC in 1948. Additions have since been announced to the diffusion plant at Oak Ridge, Tenn., which produces U-235, and to the plutonium production plant at Hanford, Wash. Many units were completed by 1950, and the magnitude of the operation suggests that production may have been doubled. Moreover, the AEC is currently building a whole new plant along the Savannah River in Georgia (partially for plutonium) and two new U-235 plants near Paducah, Ky. When they are completed, production could conceivably be doubled again.

Equally important are advanced bomb design and more efficient utilization of fissionable material which six years of bomb engineering have undoubtedly brought about. About 15 pounds of fissionable material is estimated to be the "critical" amount necessary to sustain a chain reaction and hence to produce an atomic explosion. Early bombs undoubtedly contained much more than 15 pounds as a margin of safety. Now it seems safe to assume that bombs can be made with close to the minimum amount, and hence that more can be made from a given supply of material. Improvements in the "implosion" method of detonation (*LIFE*, March 26) indicate an even more significant possibility—the likelihood that implosion could be used to explode as little as 10 pounds of plutonium (*top, right*). Such a bomb would be reduced in power, would account for the "weak" bombs set off in Nevada, would be an ideal tactical weapon and could be produced in large quantities.

Most impressive of all the new developments is the AEC's recent announcement that construction has begun on a "breeder" reactor (*bottom, right*), and that it is even further advanced than the submarine reactor. Currently only 1% of a frighteningly scarce uranium supply can be converted to bomb material. If the breeder works—its chances are 50-50—it will slowly convert much of the other 99% into fissionable material also.



**THE PRINCIPLE** of the tactical A-bomb is "implosion," which may explode as little as 10 pounds of plutonium or U-235. Normally such a 10-pound ball would not sustain an explosive chain reaction. Neutrons from fission would escape from it before colliding with other atoms to produce further fissions. But by surrounding the ball with an array of high-explosive "lenses" and detonating them simultaneously from condensers, the material would be compressed (imploded) and its atoms packed more closely together. Then the neutrons would have less chance of escape, would produce more fissions and sustain an explosive chain reaction.



**THE "BREEDER" REACTOR**, shown in a drawing based on well-known theoretical principles, will use large supplies of useless uranium to produce more fissionable material than it consumes. Its core will be a chamber containing enriched uranium. Around chamber will be slabs of natural uranium. Each fission in the enriched uranium will emit two or three neutrons. One neutron will produce a further fission to sustain the reaction. One will produce a plutonium atom in the uranium blanket, replacing the one destroyed in original fission. The third neutron, produced in every other fission, will also produce plutonium in the blanket.



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**...SOOTHES  
FOR HOURS!**

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And cheese your pie with Kraft DeLuxe Slices, perfect slices cut, wrapped and sealed by Kraft. (Advertisement)

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Send 10 cents for literature, sample and name of nearest dealer.

Now, leather-like tufted beauty for your home with plastic do-it-yourself Dektufts. Use a hammer and tack — each tuft, full four inches square. Available in eight decorator colors. Perfect for bar, headboards, dades, lamps, cornices, wall and other types of surfacing. Matching tacks available.

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**No other laxative  
gives you ALL  
these advantages—**



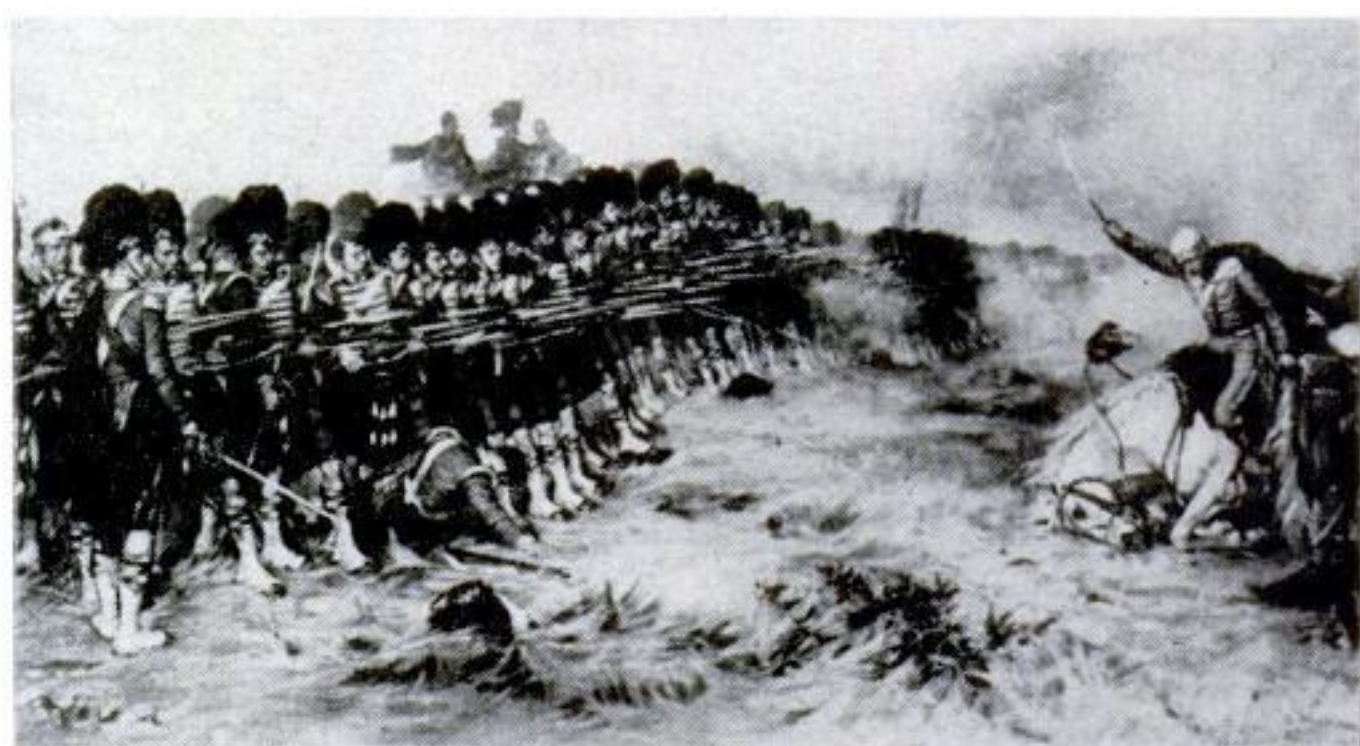
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- SPECIAL SCIENTIFIC TESTING
- ECONOMICAL—12¢ & 30¢

**America's Biggest Selling Laxative!**

## FANTASTIC WEAPONS CONTINUED

# ATOMIC TARGETS

To the soldier, the new tactical atomic weapons come as only the latest of a long series of "new weapons" which have had radical effects on the tactics of the battlefield. For centuries these changes came slowly. The "thin red line" of British soldiers in the Crimea in 1854 (*top picture*) was, with the musket substituted for the long bow, essentially the same formation Henry V used at Agincourt in 1415. But only 60 years after Crimea men were burrowing into webs of trenches and dugouts to escape the high-explosive shells and the new automatic weapons which could easily wipe out anything above ground. Two years later the tank, which was to make trenches obsolete, appeared and rumbled along impervious to rifle and machine-gun bullets. To combat the tank, generals in World War II dispersed their troops a few miles in depth and anchored their lines with strongpoints which could defy enemy armor. Now they are faced with atomic-armed guided missiles against which the defenses of 1945 are useless. Instead of lines or strongpoints they must now disperse their troops more widely than ever before (*p. 129*).



**THE THIN RED LINE** of British infantry brought all its muskets to bear on narrow attacking columns which had only limited firepower. It usually won.



**THE TRENCHES** of 1914-18 were still the line of infantry but dug in against enemy artillery and machine guns. Without tanks, the attackers usually lost.

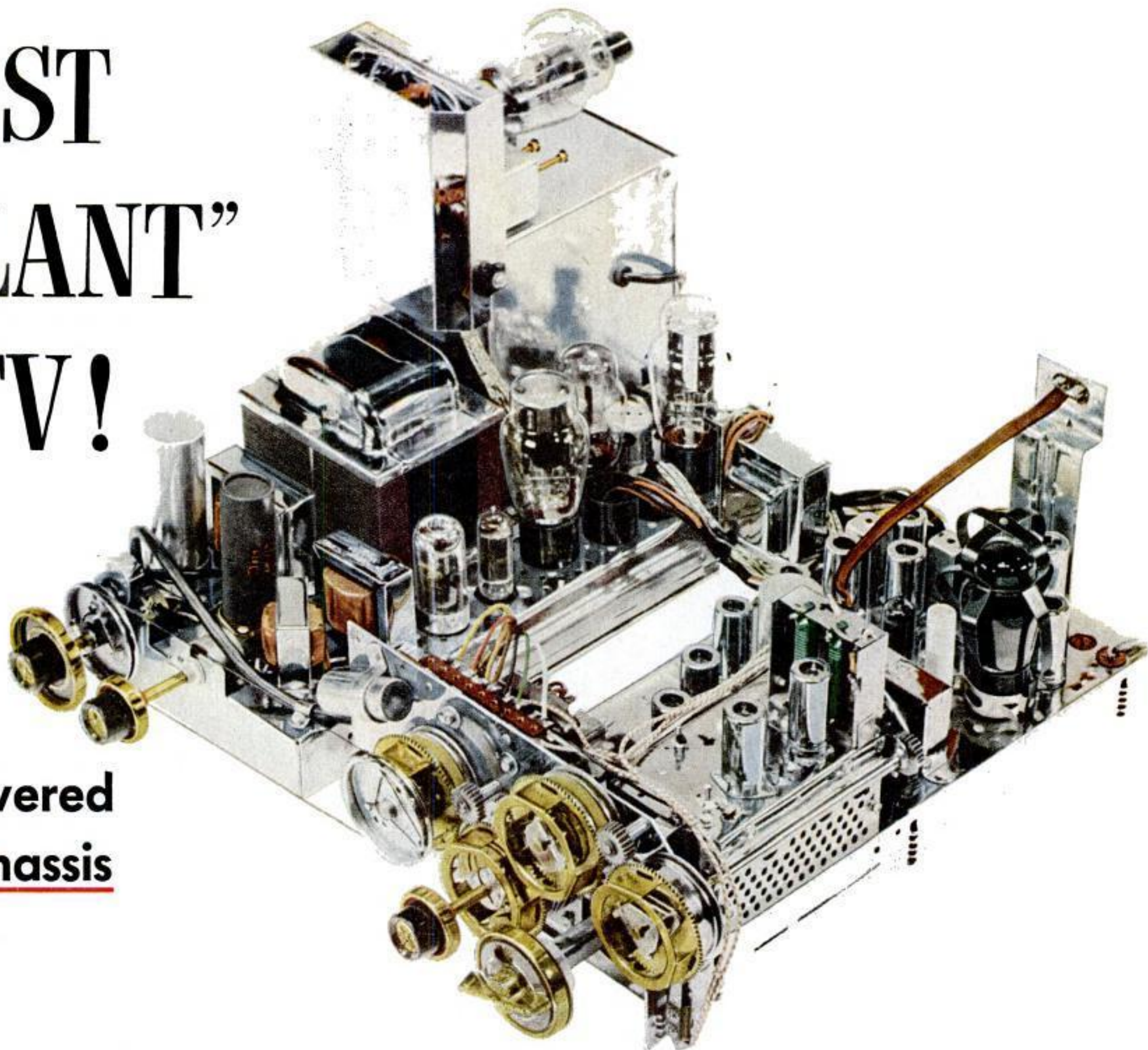


**STRONGPOINTS** in World War II, like Cassino (*above*), withstood planes, guns, tanks for months. They would be obliterated in seconds by atom bomb.

**CONTINUED ON PAGE 129**



# GREATEST "POWER PLANT" IN ALL TV!



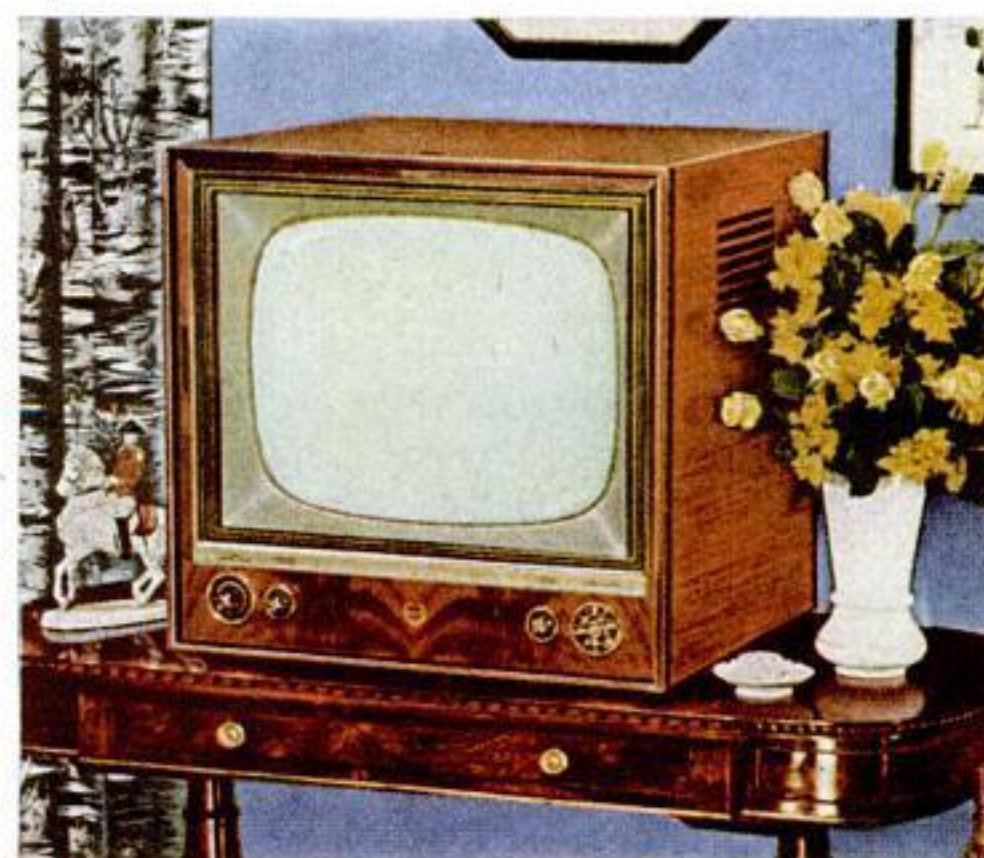
**PHILCO super-powered  
Balanced Beam Chassis  
with ultra-sensitive  
"Colorado" Tuner**



• **MOST DISTINGUISHED**—Philco's magnificent 2182-L. Rectangular 20-inch filter face tube, Balanced Beam Chassis, sensational "Colorado" Tuner, built-in aerial. Automatic 3-speed record player, superb radio. Cabinet of grained white oak veneer. Philco combinations, 17- to 20-inch screens: \$449.95 to \$850.00\*.



• **CLASSIC BEAUTY**—Philco 2145-X. Rectangular 20-inch gray filter face tube, Balanced Beam Chassis, super-sensitive "Colorado" Tuner, Philco Electronic Built-In Aerial. Solid mahogany cabinet (on casters), carved door pulls. Philco consoles, 17- to 20-inch screens: \$299.95 to \$599.95\*.



• **FINEST PERFORMING** table model in TV — Philco 2110-M. With 20-inch rectangular filter face tube. Balanced Beam Chassis, renowned "Colorado" Tuner, built-in aerial. In choice striped African mahogany veneer. Philco table models—16- to 20-inch screens —from \$199.95 to \$379.95\*.

\* Tax included, warranty extra. Prices, subject to change, slightly higher in South and West.

ONLY "power plant" of its kind television has ever known! Philco—and *only* Philco has the power-packed Balanced Beam Chassis with its incomparably sensitive "Colorado" Tuner. You'll never know such exciting performance—such *pleasure*—til you see and hear Philco . . . the sets that have taken the television world by storm!

## SENSATIONAL FRINGE AREA RECEPTION

You'll have reserve power that transforms weak station signals into crisp, big pictures—even in many far away areas where TV "didn't work" before. You'll have fine-tuned selectivity that brings a new concept of clarity to city reception.

The astounding sensitivity of the "Colorado" Tuner is due to Philco electronic research, Philco-perfected circuits, Philco-designed tubes with gold-plated grids.

Wonder—and envy—of the industry, the "Colorado" is why Philco owners, miles distant from TV stations, report reception unheard of with any other set.



## NO BLUR . . . NO SMEAR . . . PHILCO TRUE-FOCUS

Philco alone gives television's first True-Focus Picture! Sharp all over—no blurry edges, no center-smear. Dealers now feature Philco consoles, combinations, table models—the *only* TV sets with Balanced Beam Chassis and "Colorado" Tuner. Don't settle for less!

*Robert Montgomery says —*



"... finest picture I've ever seen—my new 1952 Philco." (Don't miss this genial star and host of "Robert Montgomery Presents . . ." over NBC-TV, Mondays.)

**PHILCO**  
*Balanced Beam  
Television*

TUNE IN! Philco Television Playhouse, Sunday evenings, NBC-TV Network . . . Don McNeill's TV Club, Wednesday evenings, ABC-TV Network.



## Do you keep your bedroom behind closed doors?

If only that bedroom were as beautiful as the rest of your home . . . what a wonderful addition it would be! Make Mengel Furniture your choice for your bedroom now, and you'll make your whole house more gracious.



**THE SILHOUETTE GROUP** . . . designed by Ernest Herrmann. See how it curves away from modern in the usual sense. Smooth, efficient . . . everything you want a contemporary bedroom suite to be . . . yet more graceful than any you've seen before. In grey walnut or korina tan.

## Open the Door to Compliments . . . . .

If what your guests say makes a difference to you . . . choose Mengel Bedroom Furniture. It wins compliments from everybody. Such beautiful styling! Such a fine gleaming finish! Every piece of Mengel Furniture speaks openly of your good taste . . . but keeps your budget a secret.

*September 20th to 29th is Home Fashion Time . . . Dealers everywhere will feature Mengel Bedroom Furniture.*



**GOLD COAST MAHOGANY** . . . a functional 18th Century group in hand-rubbed mahogany veneers. This suite, designed by Wesley Rundell, moves the graciousness of old-world furniture into the home of today . . . with new and beautiful efficiency.

**THE MENGEL COMPANY**

Growers and processors of timber • the nation's largest producer of hardwood products • manufacturers of fine furniture • plywood • flush doors • veneers • corrugated containers • kitchen and wall cabinets





**VILLA MODERN** . . . designed by Ernest Herrmann. Notice the bookcase headboard. And the chest and dresser . . . with their clean sweep of polished surface, gently curved where your fingers grasp the drawers. Not even a drawer-pull to interrupt your admiration . . . or your dust cloth! In limed oak, or pin stripe walnut.

# with **MENGEL** FURNITURE

Look closely, look twice . . . here's furniture you could look at forever!



A special nation-wide event . . . and a specially eventful time to see your Mengel dealer.

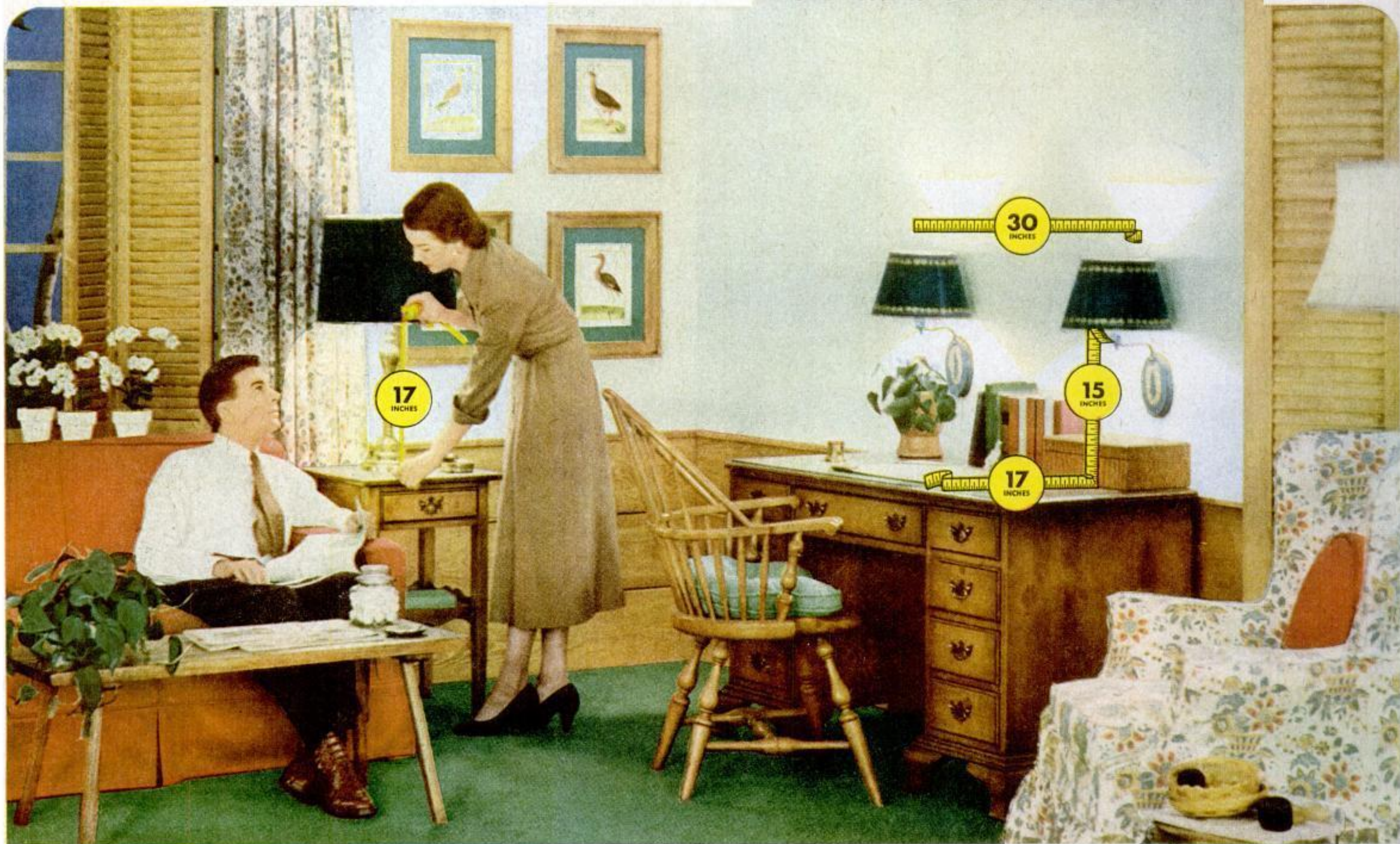


**THE WINTHROP GROUP** in solid mahogany. Designed by Wesley Rundell, in truest Colonial spirit. Graceful, charming, and, as for generations past, in admirable taste. Rubbed and polished until the wood gleams warm . . . says "this is the finest, this is solid, solid mahogany."

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# G-E "LIGHT CONDITIONING" RECIPE



## "You mean you get 'G-E Light Conditioning' from a tape measure?"

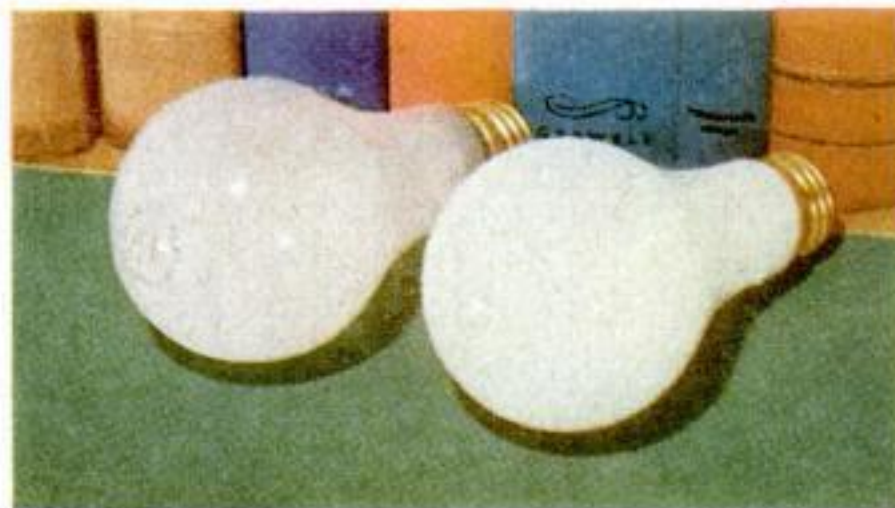
"WELL, not *entirely*, dear. First, it takes the right floor and table lamps . . . with the right bulbs in them. But where the lamps are *placed* makes a big difference, too. So-o-o . . . the tape measure.

"Notice how much easier you can read with this new lamp. Shade is just 17 inches from the table. And how much prettier Light Conditioning makes the whole room look!"

General Electric Light Conditioning recipes give you specific information on what bulbs, lamps and fixtures to use for every room in your home.

The living room recipe above, for instance, calls for table lamp beside sofa, with R-40 3-lite bulb, or a regular 50-100-150 watt 3-lite bulb in a diffusing bowl. Shade bottom is 17 inches above table top.

Over desk are pin-up lamps with 100-watt G-E White bulbs. Lamp centers are 30 inches apart, and 17 inches from front of desk. Bottom of shade is 15 inches above desk top.



**NEW WHITE BULB** (right, above, next to standard bulb) used in pin-up lamps has new inside "Q" coating that gives near-perfect diffusion. Shadows are softer, glare reduced. 100-watt White bulb **21¢** plus tax.



**CEILING FIXTURES** take on new beauty with new 50-GA bulbs. Use in halls, bedrooms, dining rooms, living rooms—wherever you have ceiling fixtures using bare bulbs, base up. 50-watt **40¢** plus tax.



**RECENT IMPROVEMENTS** in G-E fluorescent lamps make them a bigger value than ever . . . more efficient, longer lasting, with better color and uniformity, less end-blackening. 25-watt fluorescent **\$1.00** plus tax.



**EASY TO BUY**, carry, store . . . that's the new General Electric 4-lamp package! Pick the right-size bulbs. Four 100-watt General Electric lamps (recommended for reading and general lighting) **64¢** plus tax.



**FREE** "LIGHT CONDITIONING" RECIPE BOOKLET! Brand new. Shows 22 Light Conditioning recipes. Covers every room. Specifies bulb sizes, fixtures, measurements. Write Lamp Division, General Electric, Department 166-BHG-10, Nela Park, Cleveland 12, Ohio.

You can put your confidence in—

**GENERAL**  **ELECTRIC**



# NO CONCENTRATION

Whether delivered by plane or by guided missile the tactical A-bomb will serve to carry out one of the Air Force's principal doctrines for an attack: isolate the battlefield. It will crash onto the congested hubs of supply and communications, advanced airfields and invasion ports, thus separating the enemy's troops from their lifelines and their vital supporting aircraft. Just as the front-line generals must learn to disperse their troops in an atomic war, the supply generals must keep their dumps spread out and must evolve a whole new science of highly mobile logistics to move supplies across broad areas, independent of the roads and railways. Instead of one huge invasion port such as the lucrative atomic target shown below, many will have to be set up scattered far and wide, each small enough to make the use of an A-bomb uneconomical. On both the front lines and in the rear areas war will become a rapid sequence of maneuver. The side which is forced into mass concentrations of its troops, supplies or machinery where atomic missiles can do their greatest damage will be the loser (*next page*).



**INVASION PORT** makes a massive atomic target. Against enemy armed with tactical atomic bombs massed amphibious landings are no longer possible.



**ADVANCED AIRFIELD** has its planes dispersed widely enough for ordinary explosive. But should A-bomb fall on it, some 70 planes would be destroyed.



**MARSHALING YARDS** are high priority targets for tactical atomic weapons. One bomb dropped here would disrupt communications for miles around.

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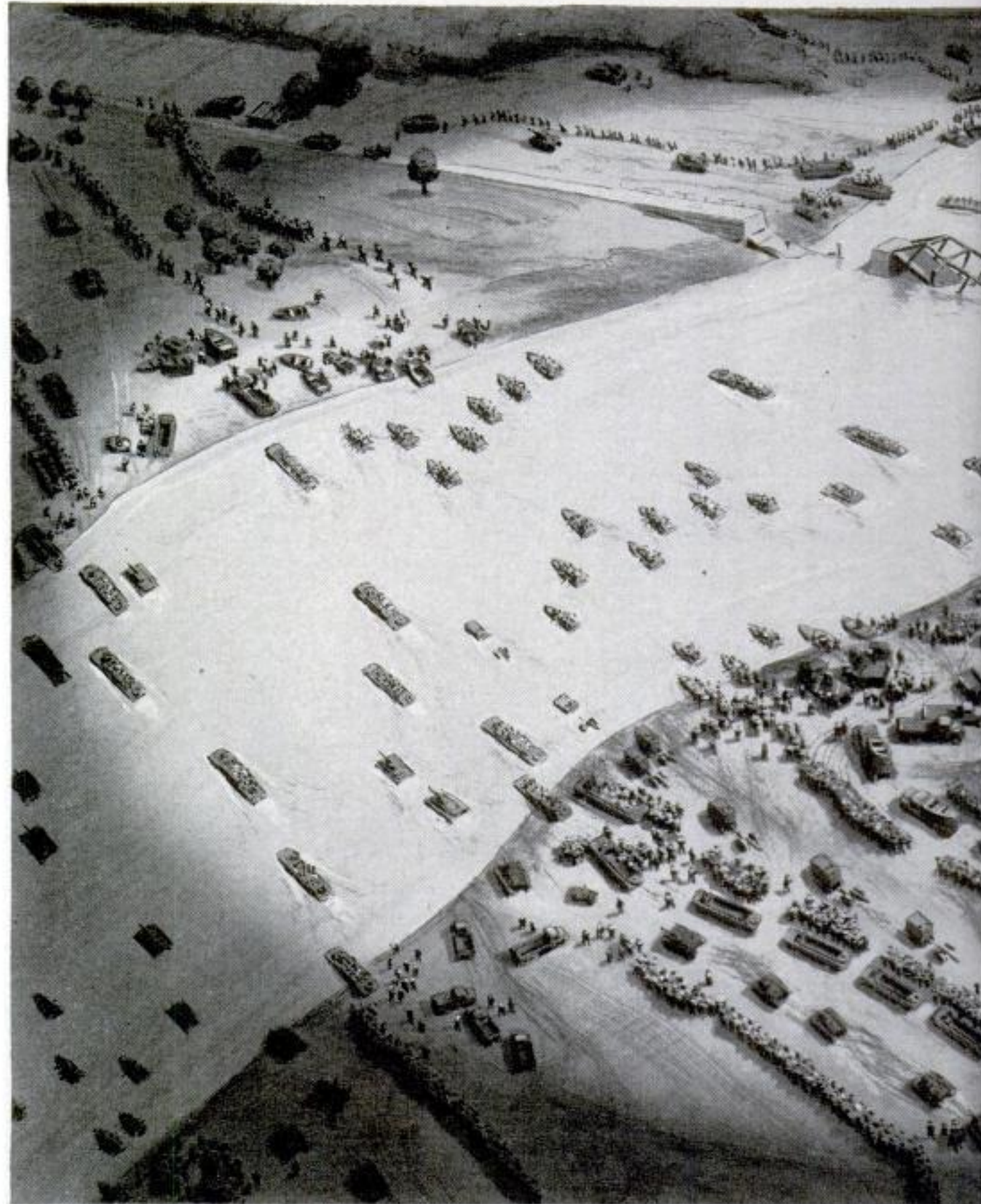
*there's no gin  
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)  
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

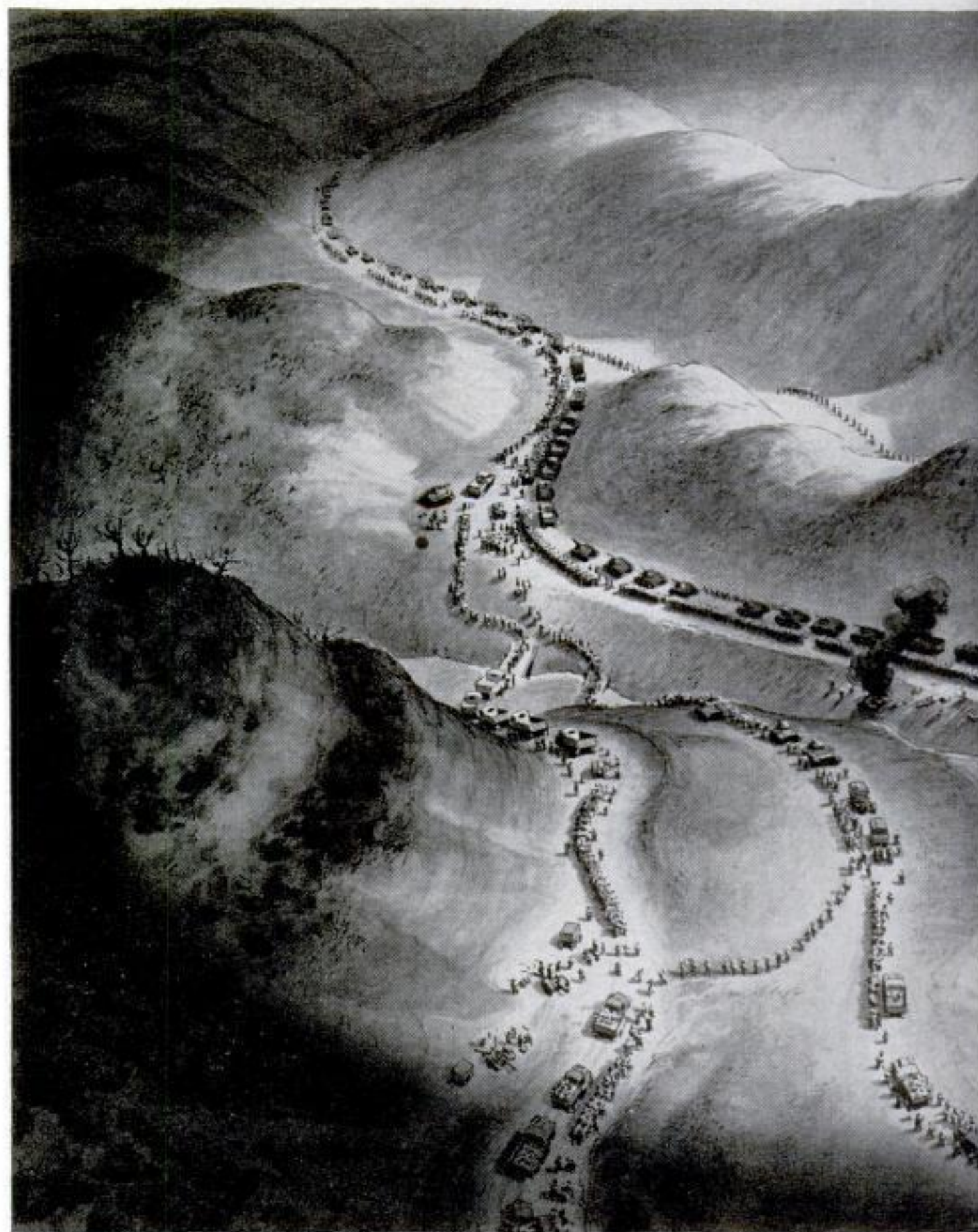
100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.




# COMPEL THE ENEMY



**RIVER CROSSING** is one tactical military situation into which an enemy could be forced and then battered by an atomic attack. The guided atomic missile



**PASSAGE THROUGH A DEFILE** is another military situation into which an enemy could be maneuvered in preparation for the atomic coup de grâce.



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**COTTON PICKER®**  
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"Pluck what you need.  
The rest stays clean!" wave lotion.

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Division of The Kendall Company, Chicago 16

## ACID INDIGESTION?

*Here are the facts on  
Eno relief for acid indigestion*

**Acid indigestion** of a temporary na-  
ture frequently occurs when the  
acid-alkaline content in your gastric  
tract (chemically known as your  
normal pH) is out of balance.

Each teaspoonful of Eno contains  
approximately four grains of free  
Sodium Bicarbonate, and furnishes,  
in solution, approximately fifty  
grains of complex Sodium Tartrates.

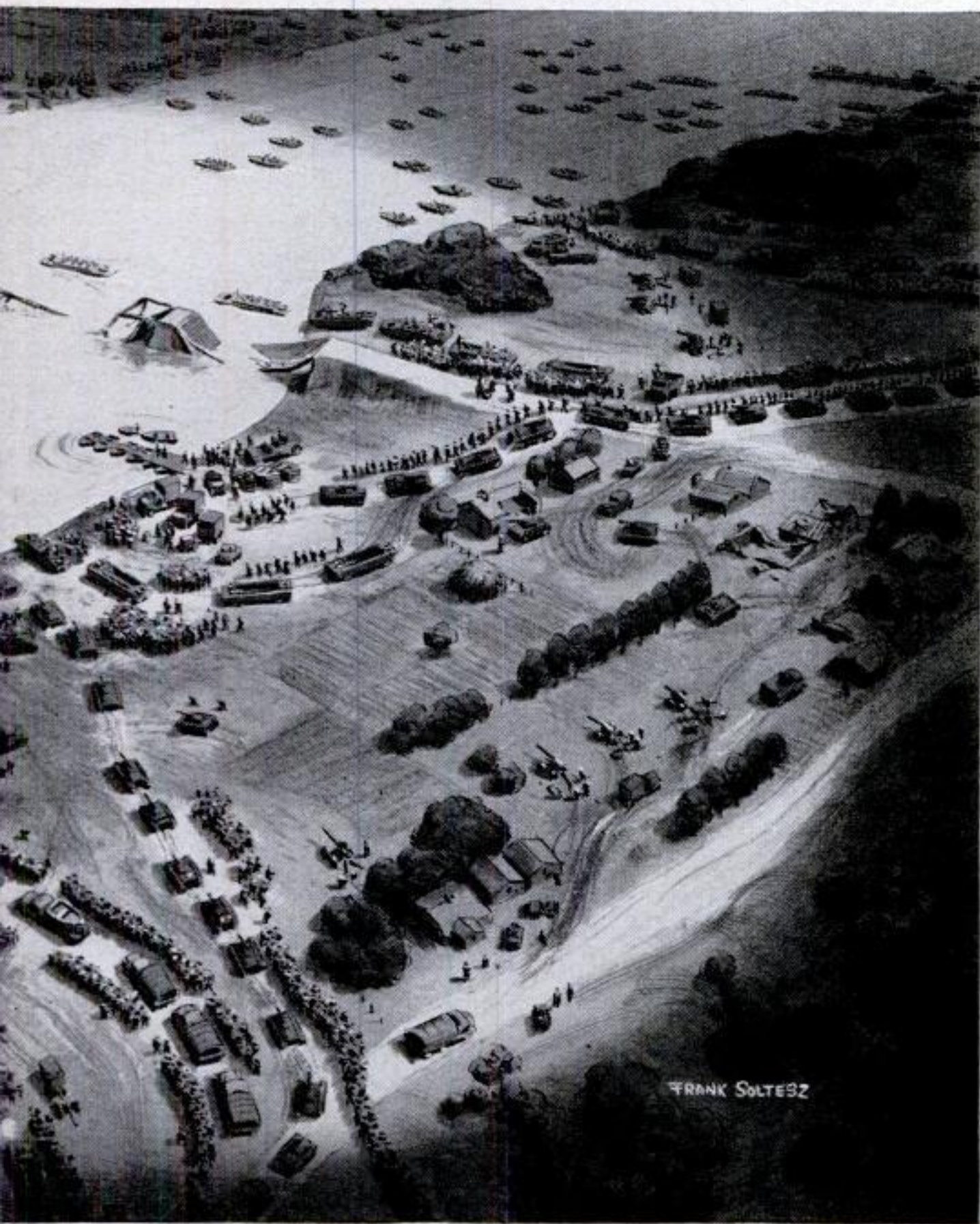
These two very important elements  
tend to restore your normal gastric  
pH. In addition, Eno acts as a mild  
laxative. Thus Eno fights acid indi-  
gestion in two ways: it helps neu-  
tralize excess stomach acids, and  
furnishes mild laxation.

Don't wait until acid indigestion  
hits. Get a bottle of Eno today. Try  
Eno for quick relief. At all druggists.

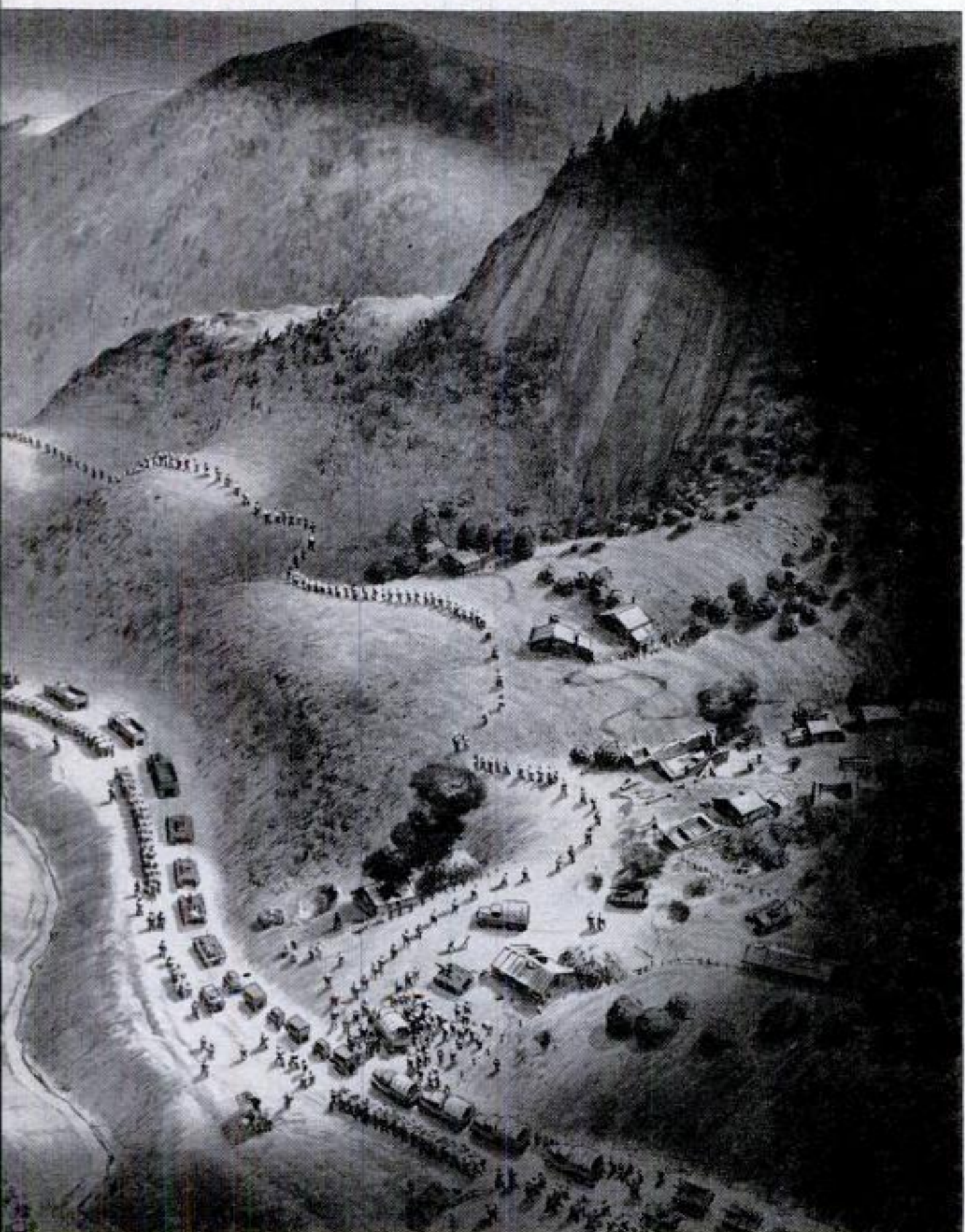
**TAKE GOOD-TASTING ENO**



# TO MASS STRENGTH

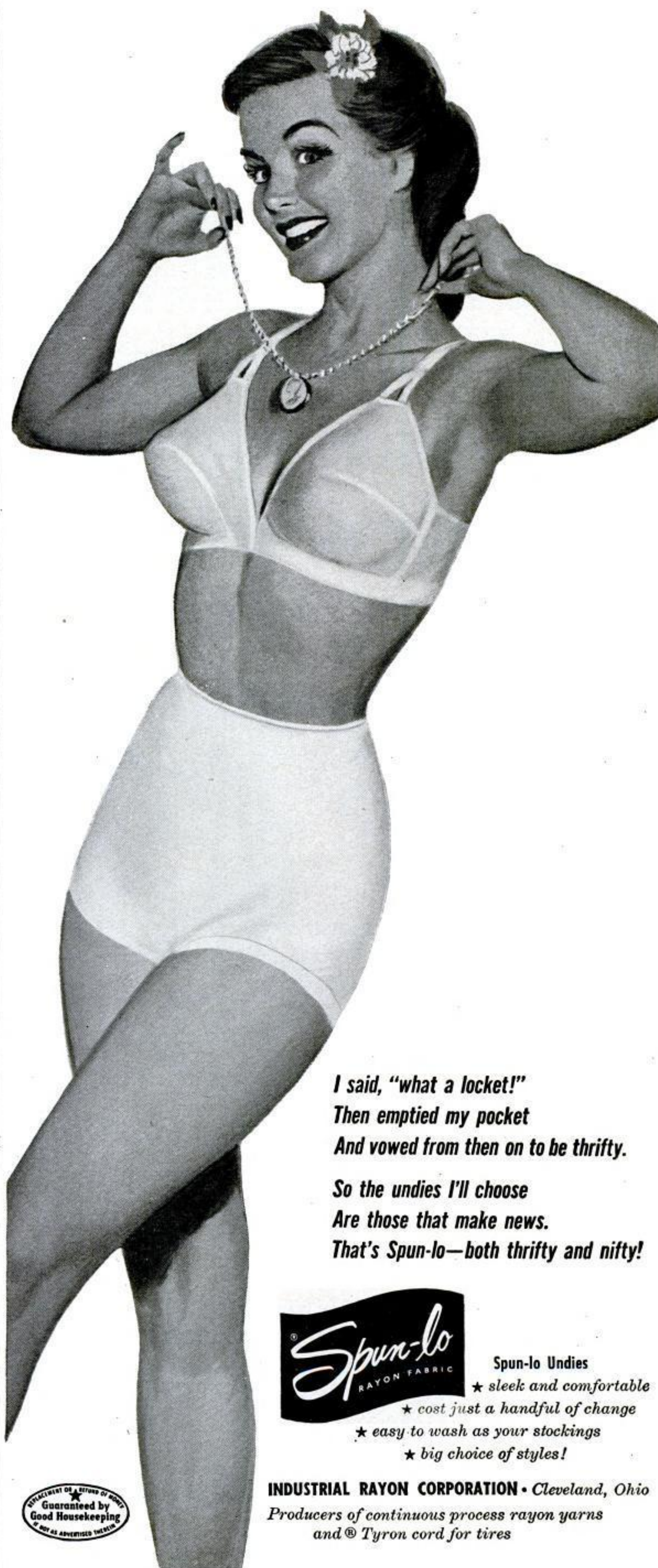


would be dropped into the river, throwing out rolling mists of radioactive spray which would destroy virtually all life within the mile circle shown above.



Here an overhead burst, 1,000 feet above the valley floor, would catch the columns of troops and vehicles in a blistering mile-wide saucer of destruction.

CONTINUED ON NEXT PAGE



*I said, "what a locket!"  
Then emptied my pocket  
And vowed from then on to be thrifty.  
So the undies I'll choose  
Are those that make news.  
That's Spun-lo—both thrifty and nifty!*

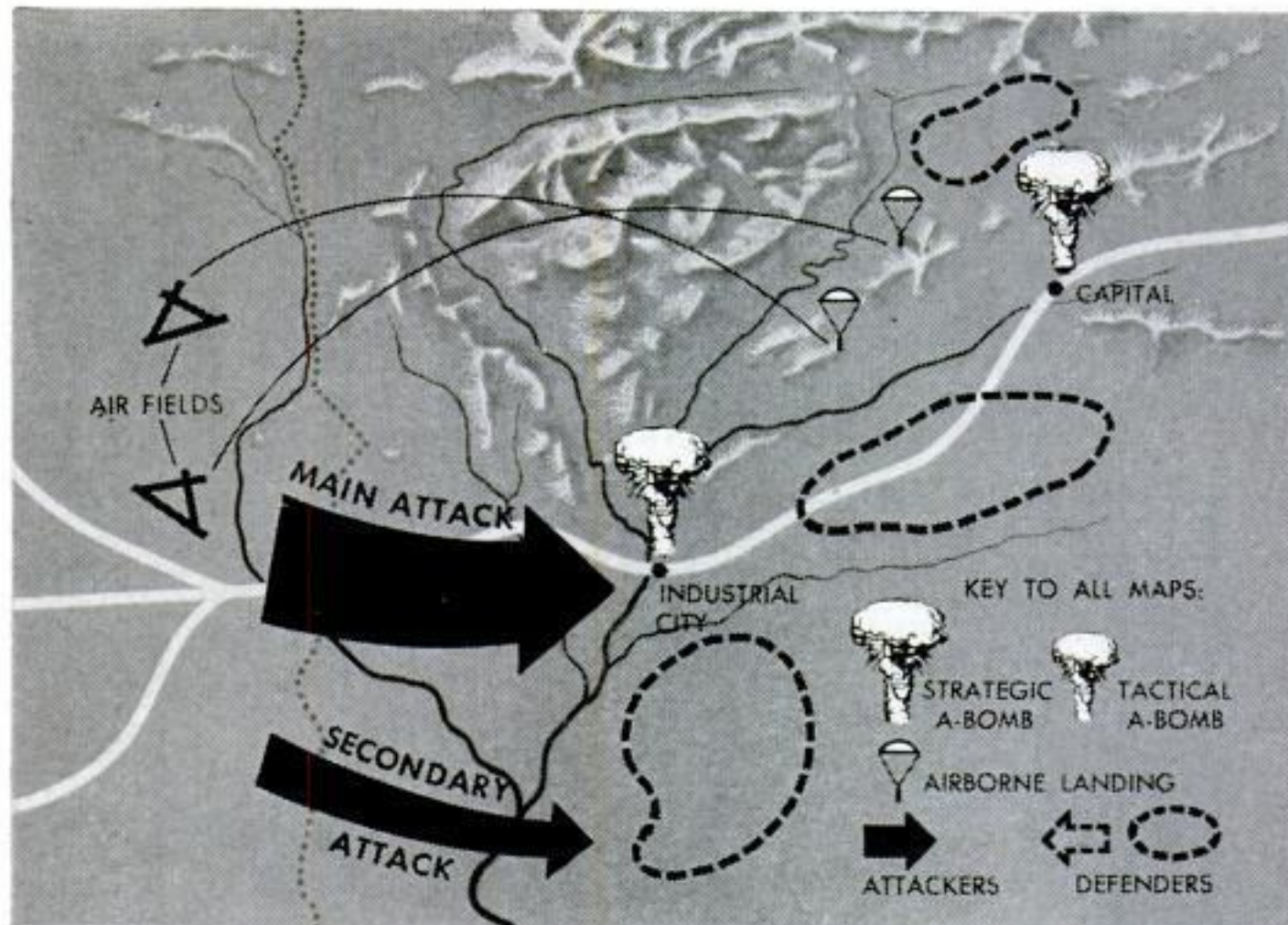


**Spun-lo Undies**  
★ sleek and comfortable  
★ cost just a handful of change  
★ easy to wash as your stockings  
★ big choice of styles!

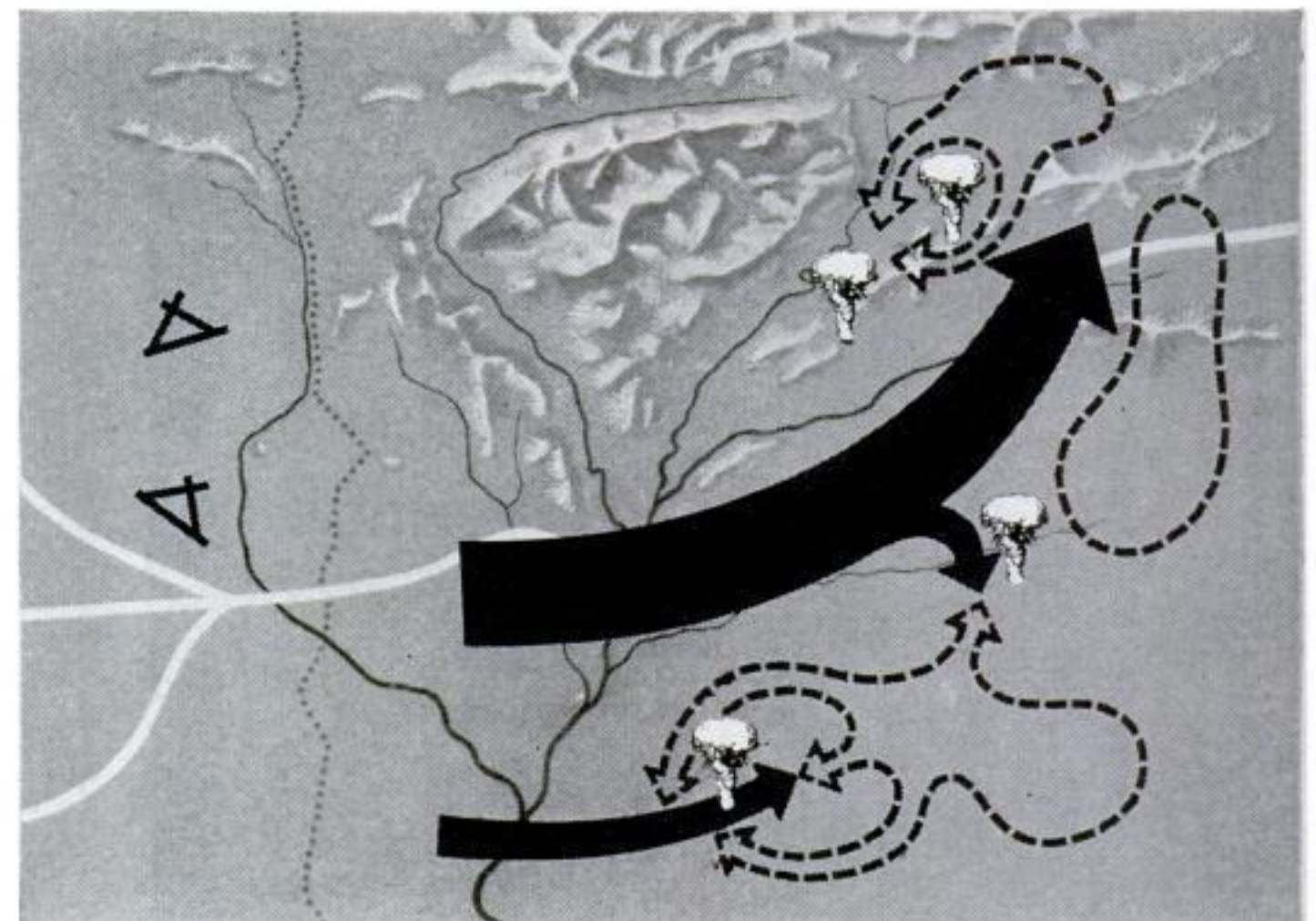
**INDUSTRIAL RAYON CORPORATION • Cleveland, Ohio**  
Producers of continuous process rayon yarns  
and ® Tyron cord for tires







**ATTACK** in a hypothetical war is made by a massive tank-infantry army advancing along main road to defender's capital. His flanks are protected by armored columns and airborne landings while his big A-bombs crash into defender's cities.



**CONTAINMENT** of the attack is made by mobile, well-dispersed defenders hitting both flanks of main drive and using tactical A-bombs to help envelop or wipe out the airborne troops, an enemy bridgehead and the attacker's secondary drive.

## CHANNELING ACTION SETS UP A VICTORY FOR FLUID DEFENSE

This summer, although the U.S. troops sweating out maneuvers in North Carolina's pine woods did not know it, umpires were exploding theoretical atomic missiles over their heads. Had the missiles been real, there would have been a scene of cataclysmic destruction such as that shown below. The massed armor, guns and infantry, deployed according to the dictates of our current tactical doctrine, would have been wiped out. It was painfully obvious that the book on tactics had to be rewritten.

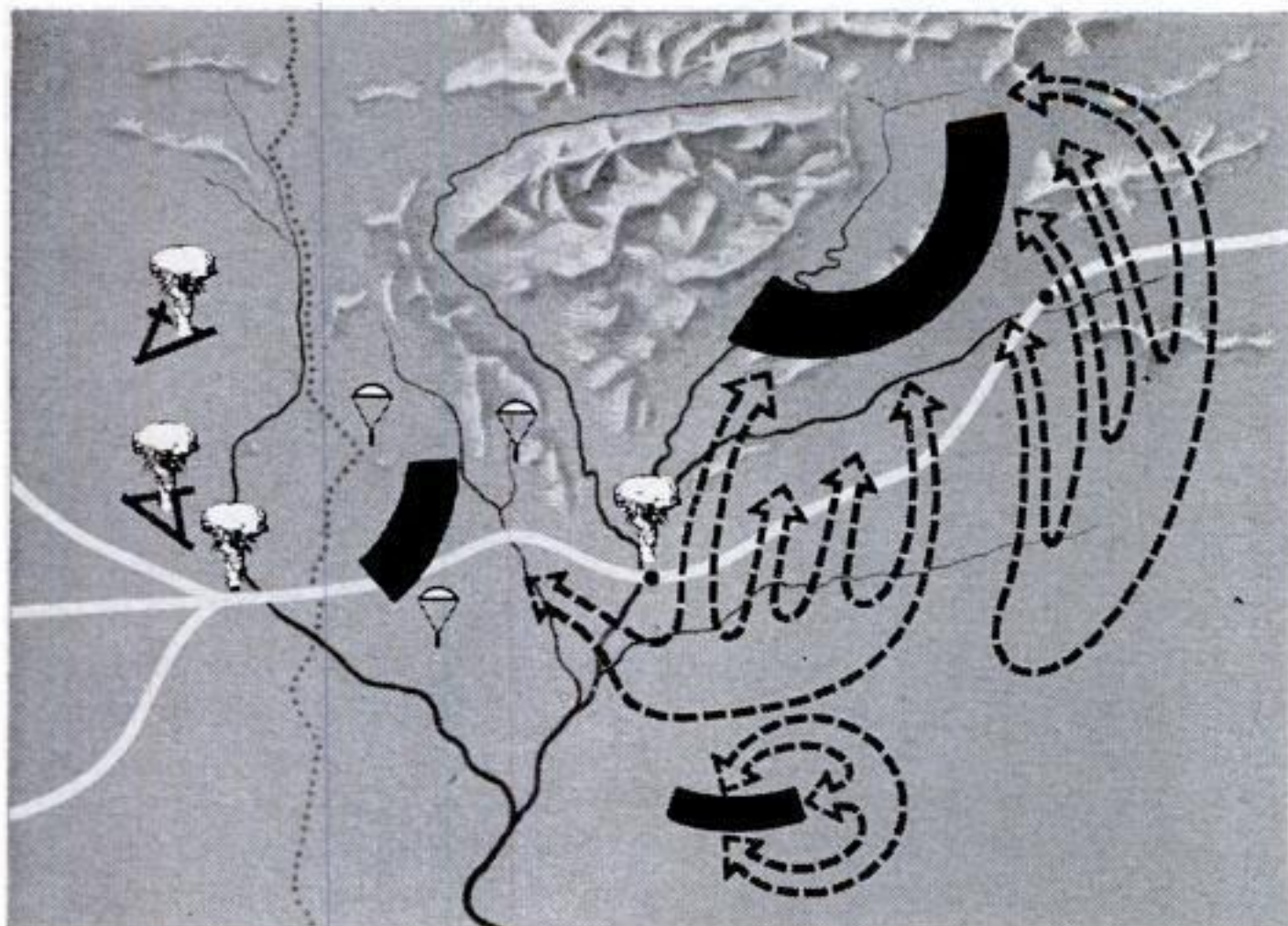
The maps above illustrate some ways in which atomic weapons can be used to annihilate a powerful aggressor. Here the battle is between a solid, ponderous attacker and a defender with an amoeba-like fluidity. The



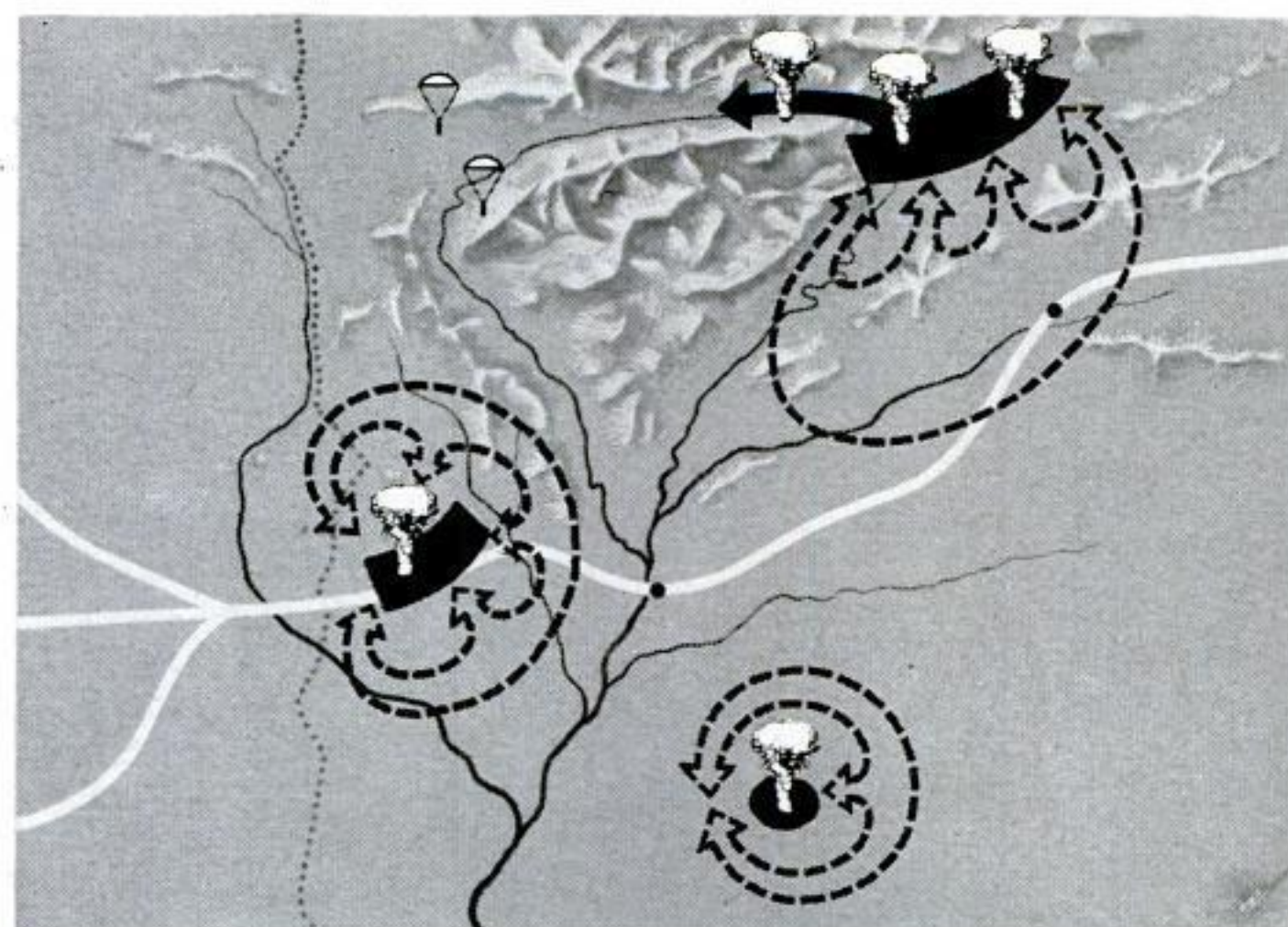
**A-BOMB EXPLODES ABOVE TROOPS** concentrated by maneuvers shown in the maps at top. To produce maximum damage the bomb must be used immediately after the concentration has built up. Once strongly dug in, most of the soldiers

would be safe from its major effects. Used at an early stage, however, and detonated 1,000 feet in the air, the tactical bomb would kill nearly everybody above ground within half a mile of the blast. Exposed troops would be killed either by





**COUNTERATTACK** by defender comes against the flank of the main column as tactical A-bombs destroy attacker's airbases and hit bottlenecks in his now over-extended supply lines. Defender's airborne troops drop in enemy's rear areas.



**ANNIHILATION** of the attacker takes place as his small units in the plains are destroyed. His main force becomes a profitable A-bomb target as it concentrates to defend itself and begin its long retreat through the narrow mountain passes.

atomic warhead, whether carried by bomb, guided missile or in an artillery shell, becomes completely effective only when used by an army that can fight while dispersed and can move by land or air with decisive speed.

In the theory of vertical envelopment—the transporting of whole armies by plane and helicopter (LIFE, May 28)—progress has been made toward such a force. That progress must now be stepped up and expanded into every field of the ground forces. It is not enough that entire armies be able to fly over rivers, mountains and even oceans. Once they arrive at the battlefield they must have complete tactical mobility. New tanks must be built that do not stop for deserts, snow or mud. Their supply

trucks must follow them over the worst terrain and not be bound to highways. The infantryman, though he will still fight on his belly, must move to battle in armored carriers. Above such a force there must be planes and pilots capable of hitting pin-point close-in targets against which atomic weapons could not be used. Aerial resupply must be standard procedure. Radio communications must be perfected to give the commander sure control over his fast-moving, widely dispersed units. But though it is the generals who will have to plan and direct this new army, today's job is that of the scientists and engineers who must design the tank, truck and walkie-talkie that can keep pace with the atomic bomb and the guided missile.



flash burns, by rubble hurled across the earth or by radiation. Men in deep fox-holes as close as 1,500 feet to the blast would be shielded by earth from these effects and could survive. Men in tanks, despite armor plating, would be killed at this

distance. Air blasts would not leave radioactivity and rescue crews could come in. Against strongly dug-in troops an A-bomb would be detonated close to the ground for maximum blast effect. But its radius of destruction would be sharply curtailed.



LADIES AND GENTLEMEN  
OF THE JURY—  
HERE IS EXHIBIT "A" IN THE CASE OF  
KLEINERT'S SOFTEX BABY PANTS  
...VERSUS ALL OTHERS!

### EXHIBIT "A"

Kleinert's Silk Softex Baby Pants; easy for Mother — comfy for Baby.  
Waterproofed without rubber. Wash in a jiffy . . . never crack, peel or  
stiffen. Pastel colors and white. Gift boxed. All sizes . . . about \$1.



EXHIBIT "B"

**Silk Softex Diaper Cover.**  
Lightweight. Soft and supple.  
Gripper-fastened. White only.  
All sizes. Gift boxed. Tailored  
for boys — about \$1.25. Lace-  
trimmed for girls — about \$1.39

**K**leinert's



"You, ladies and gentlemen of the half-pint jury, know how a baby's tender little bottom needs protection against heat rash, diaper rash and chafing. So I ask you to decide this case solely on the evidence before you.

Exhibit "A" shows the unmatched merits of Kleinert's wonderful Softex Baby Pants...

1. They're made of Silk Softex... a sheer, petal-soft fabric — waterproofed without rubber, by an exclusive Kleinert process. Magic Softex is *unique*; never binds, heats up, sticks to or chafes you! And it works wonders against diaper and heat rash, too.

2. They are so-o-o light... weigh less than one ounce!

3. They won't peel, crack or stiffen.

4. They've plenty of room for your twistings and squirmings; always true to size... small, medium, large or extra large.

5. Baby nurses approve highly of Kleinert's Silk Softex pants.

6. Colors are right out of a Spring garden... blue, pink, yellow, tender green, pure white.

Just Compare Kleinert's Silk Softex baby pants with *all* others and you'll vote a whopping, whooping "yes" for Kleinert's. And before I rest my case, ladies and gentlemen, I urge you to study the other Kleinert exhibits herewith. I thank you."

**Kleinert's**

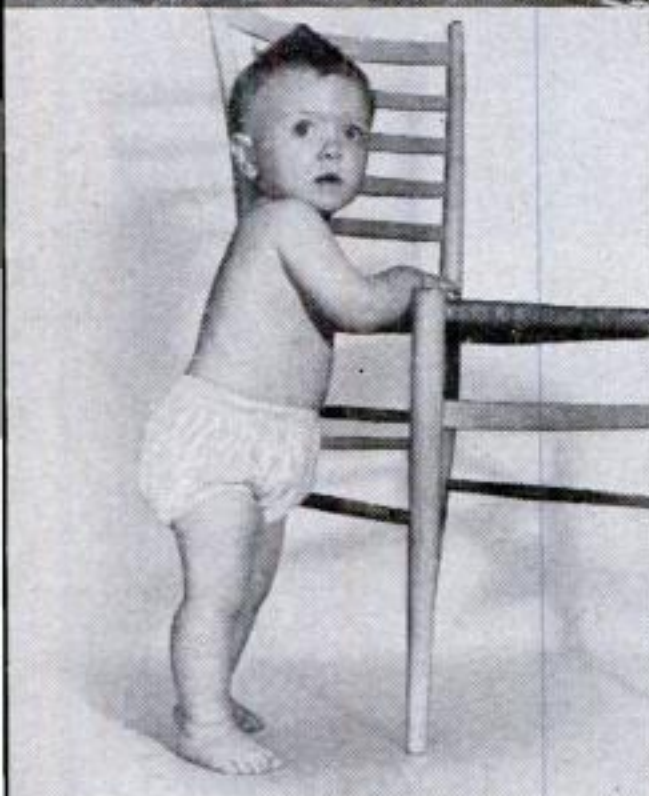


EXHIBIT "C"

**Snugfit Pants.** Never a case of discomfort when baby wears Kleinert's Rayon Softex Snugfit Pants. Lightweight and cool. Stretchable leg and waist bands. White only. All sizes... about 85¢

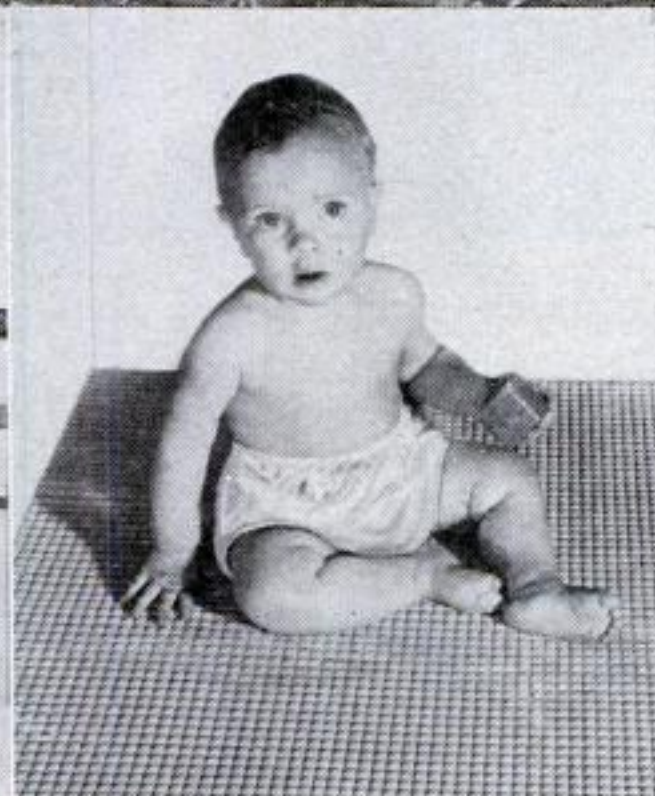


EXHIBIT "D"

**Quilted Rubber Pad.** It's designed for comfort, thanks to air pockets. Soft... waterproof... acid-proof... long-wearing. Washes and dries in a whizz. Pink only... about 69¢ to \$3.50



EXHIBIT "E"

**Dry-Downe Crib Sheet.** The evidence is before you... Kleinert's Dry-Downe Crib Sheet is waterproof, and covered with soft, fleecy cotton flannel. Carriage to crib sizes, about 59¢ to \$3.95



EXHIBIT "F"

**Shampoo Shade.** Never a case of soap in baby's eyes with Kleinert's self-adjusting shampoo shade. Makes hair-washing fun. Made of Vinylite plastic. Choice of assorted colors; about 45¢

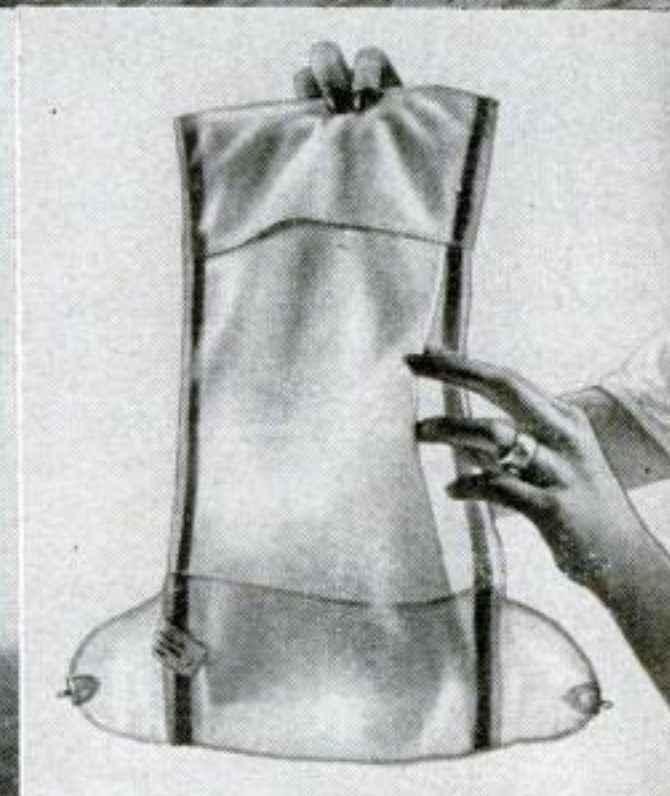


EXHIBIT "G"

**Pad Pants and Refills.** Kleinert's hook-fastened pad pants. First and best of all diaper holders. Rayon Softex, about \$1.15. Sturdi-lite; about 75¢. Disposable refills, 48 for about \$1.50.



# Spark your hair with brighter, richer color

with Shasta Cream Shampoo. Contains an amazing sparkle-giving cleanser that gives your natural hair color a dazzling lift. A super cleansing shampoo. Not a tint! Not a dye!



## BLONDE HAIR GLEAMS WITH BRIGHT GOLD

For new Shasta Cream Shampoo contains an amazing sparkle-giving cleanser that "super" cleans your hair, so the natural color shines through in all its splendour.



## RED HAIR GLOWS WITH BURNISHED GLORY

New Shasta Cream Shampoo sparks your hair with brighter, richer color. Not artificial color. But your own true shade, glistening through "super" clean hair.



## BRUNETTE HAIR DANCES WITH DARK FIRE

Super cleansing Shasta lathers out color-dulling grime. Leaves hair so clean — your own true color dances like sunshine through a clean window pane.

### MONEY BACK GUARANTEE

If not convinced that New Lanolin-Enriched Shasta sparks your hair with brighter, richer color, return the jar to Procter & Gamble and get your money back in full.



LANOLIN-ENRICHED

## GRAY, WHITE HAIR SHINES WITH SILVER

The secret is Shasta's amazing sparkle-giving cleanser. That's why — after shampooing with New Shasta, all hair color looks brighter, richer.

Big Economy Jar 4 full ounces... 89¢ also 57¢ and 29¢

New **Shasta** Cream Shampoo  
FOR BRIGHTER, RICHER, NATURAL COLOR





ALICE AUSTEN AT 26 POSED HERSELF ON FRONT PORCH OF HER STATEN ISLAND HOME

## The Newly Discovered Picture World of Alice Austen

### GREAT WOMAN PHOTOGRAPHER STEPS OUT OF THE PAST

Seventy-five years ago when Staten Island was the highly fashionable home of New York society, a 10-year-old girl held a camera in her hands for the first time. The girl's name was Alice Austen, and the camera belonged to her uncle, who let her use it and gave her a few rudimentary lessons in the art of taking pictures. Another uncle, who was a chemist, taught her a little about developing and printing, but after that Alice Austen was on her own. In the

next 50 years she took more than 7,000 pictures, most of them on clumsy glass plates with awkward, old-fashioned cameras. Though her wealthy family took Alice and her camera on their extensive travels, the finest and most fascinating pictures she took are those of her family and her friends—the photographs on these pages, which show the gay, well-ordered life on Staten Island before the turn of the century.

Only Alice's friends ever saw this marvelous

record of her life and times. Eventually the huge collection went to the Staten Island Historical Society where this year it was rediscovered by the editors of Picture Press, in the course of preparing a photographic history of American women which will be published by Harcourt, Brace. The publication of her pictures on these pages brings Alice Austen, the first important American camerawoman, into the ranks of great American photographers.





**GRANDFATHER AUSTEN** built up a fortune as an auctioneer and collected a houseful of curios. Over the fireplace is a link of the massive chain forged by Alice's great-great-grandfather, Peter Townsend, which was stretched across the Hudson during the Revolution to prevent British from sneaking up on West Point.



**ALICE'S MOTHER** had her picture taken in the yard holding family cat Tristan, a name Alice gave it after having seen *Tristan und Isolde*.



**AUNT MINNIE** wears a hat from husband's ship. Her first husband died during cruise abroad; later she married ship's captain, Oswald Muller.



**UNCLE OSWALD**, Aunt Minnie's husband, rocks comfortably on the porch of Clear Comfort. He was the one who brought first camera into the Austen family and taught Alice to operate it. Uncle Oswald never became much of a photographer in his own right, and before long he was taking camera lessons from his niece.



## The Family at

### ALICE GREW UP IN A BIG MANSION

Alice Austen's family home, Clear Comfort (*above*), built before 1700, was one of the oldest on Staten Island. Beneath its roof a British soldier was said to have hanged himself for the love of a heartless maiden, and the young Commodore Vanderbilt had once courted a beautiful girl, who rejected him because he was too poor. From her front lawn, young Alice could watch the tall, three-masted sailing ships coming through the Narrows to New York harbor. Her maternal grandfather and great-grandfather were wealthy dry goods auctioneers in New York City, and her grandmother's family had owned an ironworks in the days of the Revolution. Born the year after the Civil War ended, Alice lost her English father when she was very young. She and her mother went back to the family home. Under the strict discipline of her grandparents, Alice grew up in the artistic, fashionable world of a socially prominent family that



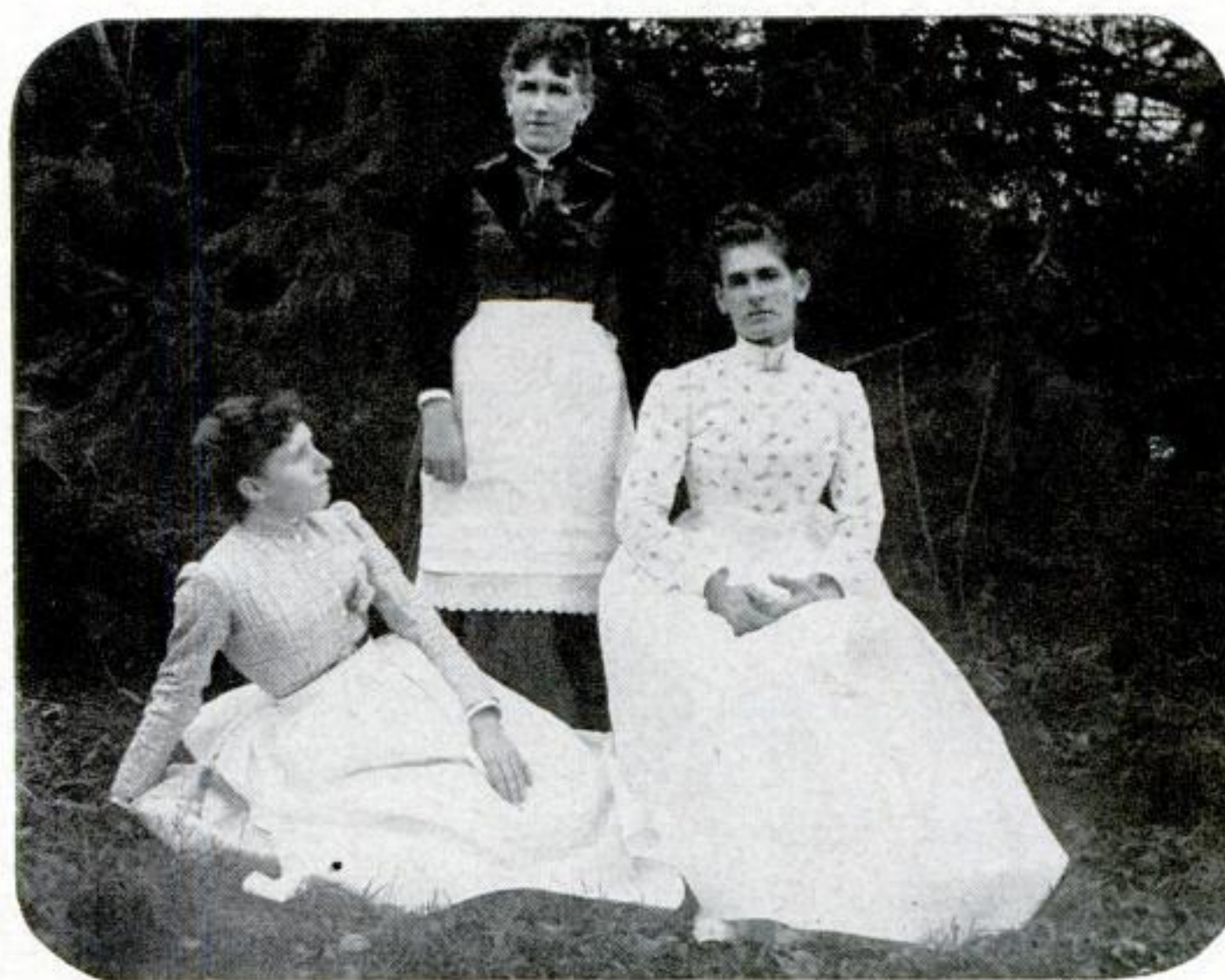


## Clear Comfort

### DEVOTED TO CULTURE AND CURIOS

dabbled in painting and music, collected *objets d'art* and first editions.

This background and training proved invaluable when young Alice turned to photography. A trained artistic sense led her to choose and compose her pictures with rare taste; discipline taught her to work carefully in developing and printing her glass plates. On the envelope of each picture she painstakingly noted down the time, the date, the light conditions, the subject and the lens data until she learned exactly what her equipment could do. She never expected to make any money from her hobby, for the Austens did not need money, but photography for Alice was more than a pastime. Looking at the life around her, she made up her mind to record it in photographs, for she guessed that a world as wonderful as hers could not last forever. Someday, she thought, someone might like to see what it was like in the days when Alice Austen was young.



**AUSTEN SERVANTS** were haled out to the lawn for one of Alice's studiously informal group pictures. Posing for Alice was apt to be a rather trying experience, for she refused to take a picture until the composition, the light and the facial expressions were all perfect. This led to good pictures and bad tempers.





**COOKING CLUB** had four members including Alice (second from left). The girls met in a vacant house that was loaned to them and cooked excellent meals from their grandmothers' recipes. Where Alice appears in her own pictures, she either used a long bulb attachment or had someone snap picture after she composed it.

## A "Larky" Life

### ALICE LOVED EVERY BIT OF IT

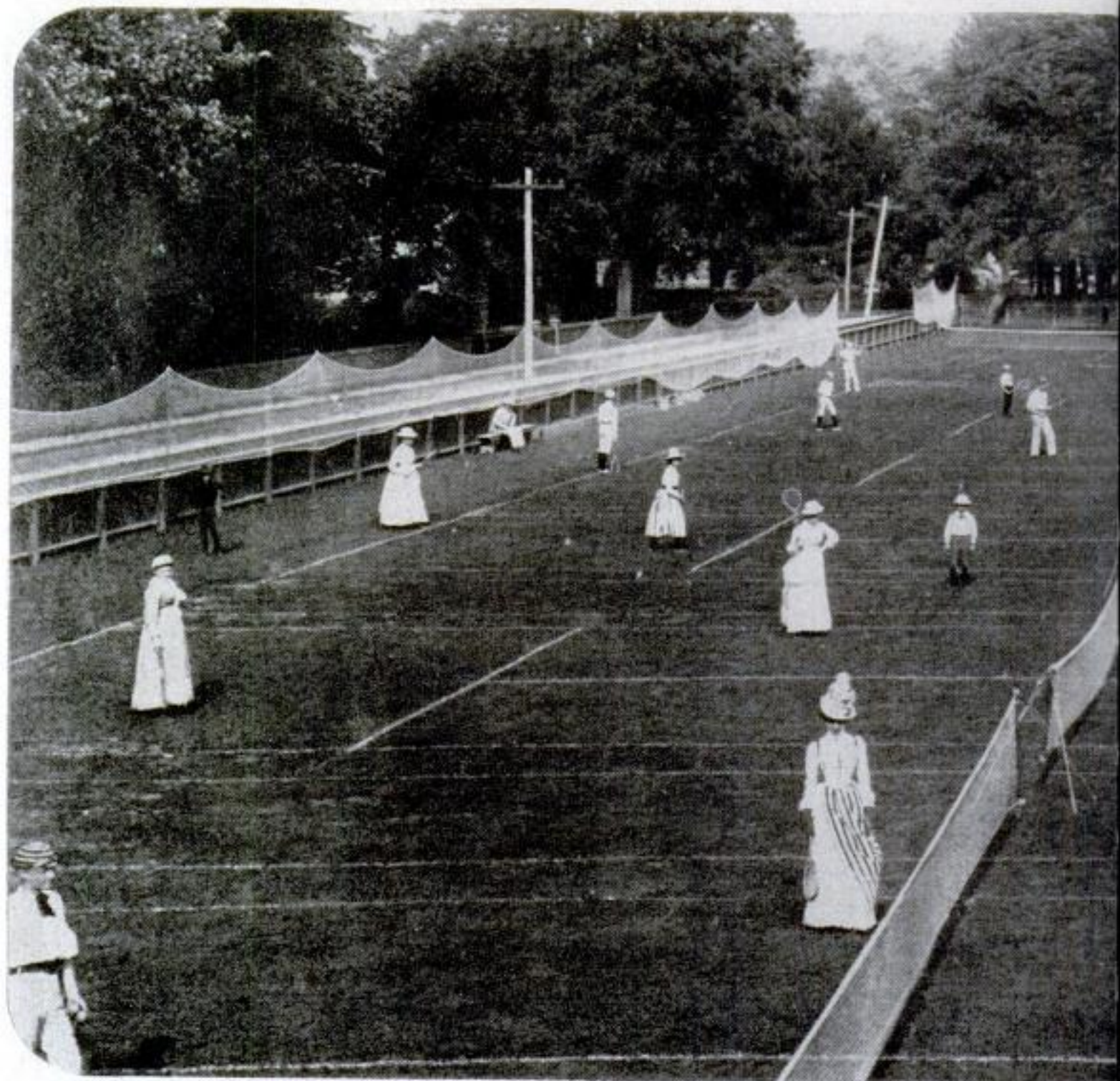
For Alice Austen, life on Staten Island in the 1880s and 1890s was, as she put it, "larky." A good athlete, she won numerous prizes at golf and tennis, and was also very good at bowling, swimming and skating. She attended the fashionable Errington School for Young Ladies, was a devoted member of the Staten Island Garden Club and the Newark Camera Club, and formed cooking and social clubs of her own. At big social events, like the annual Charity Ball, she hobnobbed with Vanderbilts, Cunards and Roosevelts. When Staten Island bored her, she visited her relatives, the Van Rensselaers, at Fishkill on the Hudson or took a trip to the Catskills or made a tour of Europe. And everywhere that Alice went, her camera—or several cameras—was sure to go. "Alice's camera," an old friend remembers, "was as much a part of her as her clothes or her purse." The young men of her circle soon learned that her approach meant either agonizing sessions of posing or of carrying equipment, and when Alice appeared the good-natured cry always went up, "Look out! Here she comes!"



**CEREUS PARTY** took place at the Van Rensselaer home in Fishkill, N.Y. on the evening of July 18, 1890, when the night-blooming cereus (dangling over the head of Mrs. Rusten Van Rensselaer) burst into flower. Friends and relatives, including Alice, were invited to the Van Rensselaer home to witness the great event.



**ALICE'S BEDROOM** was a hodgepodge of curiosities: giant Oriental vases resting on Chinese ebony tables, a fireplace covered with religious

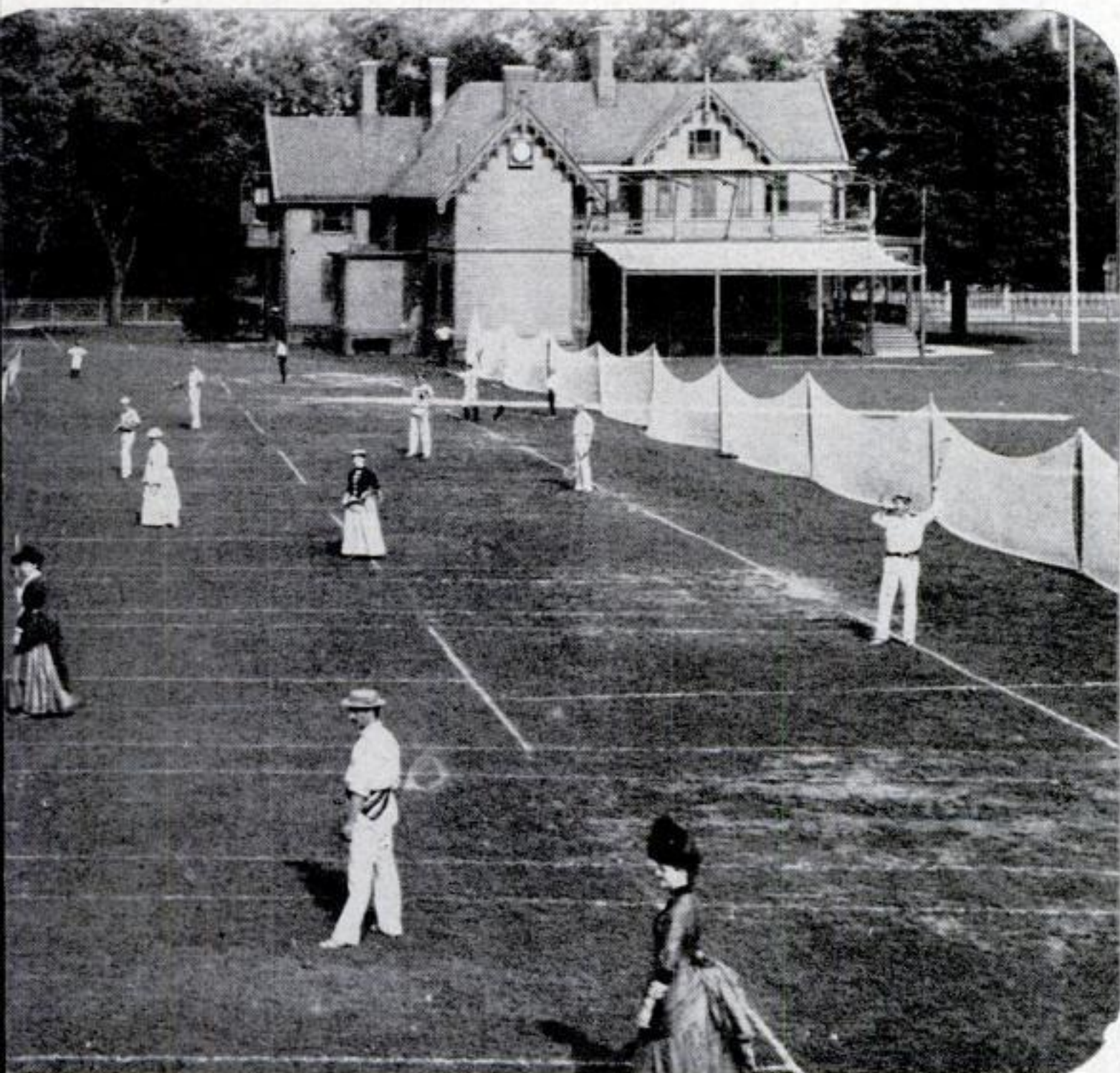


**FIRST U.S. TENNIS COURTS** were laid out at the Staten Island Cricket and Baseball Club, where tennis was introduced to America from Bermuda in 1874.





tiles, a wall bracket (holding decanter) carved by Alice, a portrait painted by Alice's mother, and a fine collection of rare books and first editions.



Alice is at right in the third court from the camera, wearing a dark jacket and watching anxiously to see that her friend takes picture at just the right moment.



**HIGH JINKS IN THE RECTORY** amused Alice (*left*) and friend Trude Eccleston in St. John's Episcopal Church, where Trude's father was the rector. The masks, corset covers, petticoats and cigarets made a sinful display in 1891, but black stockings were innocent since flesh-colored ones did not appear until later.



**"THE DARNED CLUB,"** named by disrespectful Staten Island men, strikes a pose of girlish friendship on the Austens' lawn overlooking the Narrows. Alice (*left*) and her three friends Trude Eccleston, Julia Marsh and Sue Ripley went to school together for years, later spent most of their time at each other's homes.



**SLUMBER PARTY** took place in this crowded bed in Bennington, Vt., where Alice (*left*) came for a visit in 1890. The three women got very little sleep that night since Alice, as usual, took her time getting the picture properly arranged. For night shots she always used flash powder but she never once burned herself.





**STRANGE POKER GAME** took place on a sofa cushion with all four players blithely showing their hands. Stranger still, poker-faced Alice (right) holds a royal flush in spades while the two gentlemen hold

royal flushes in hearts and clubs. The bills clutched by the men indicate that they were the heavy winners—at least until this hand, when Julia Bredt had the remarkable good fortune to be dealt five aces.



**HOW TO BICYCLE**, one of Alice's few commercial pictures, illustrated a book on correct cycling for ladies. Complacent Violet Ward (rear) wrote book and professional gymnast Daisy Elliot rode bicycle.

## Work and Wit

### SHE HAD LIGHT TOUCH AND A HEAVY CAMERA

When sure of her transportation, Alice Austen used a heavy 8x10 Folner & Schwing camera or her custom-built Willoughby. For short trips she relied on a 4x5 Waterbury. Although she was taking pictures as late as 1930, well into the age of film, her best pictures are on cumbersome plates. Only devotion to her art enabled her to photograph and process more than 7,000 pictures. When photographing, she was oblivious to danger or dignity—climbing fences (left), straddling rotten logs over roaring streams, even running out on the lawn in her nightgown to get a particular moonlight effect. All these pictures she developed herself, vigorously working the backyard pump to all hours of the night, washing her plates and prints. She labeled the fine results "greenhorn luck," but she knew her work was good. And though she looked on life with affection, she had a perceptive wit and a gently mocking sense of humor that embellish some of her best scenes—an improbable poker game, a tombstone wooing, a sad-faced farewell.



**AUTO RACES** brought out Alice's fiercest photographing instincts as she climbed a fence to get a good shot of early speed trials on Staten Island. In 1902, Alice in action was almost as great a shock to Staten

Island society as an automobile race, for women were expected to keep their feet on the ground and their hobbies in the parlor. But Alice never worried about her appearance when she wanted to get a picture.



**PASSION IN PANTOMIME** was acted out in front of a tombstone by two of Alice's friends. Alice's fancy was struck by the name "Noyes" and she arranged



this touching sequence in which the young man is first told "No," then tears his hair while the girl weeps and a passer-by wonders, finally wins a tender "Yes."







**OFF TO CHICAGO** to photograph the Columbian Exposition in 1893, Alice, dressed in her traveling suit, bids goodbye to her old dog Punch at Clear Comfort.

**WHAT HAPPENED TO ALICE?**

**TURN THE PAGE**





## ALICE AUSTEN, CRIPPLED AND A PAUPER, IS STILL ALIVE

The "larky" life did not last for Alice Austen. Members of her family died and, since she never married, she was finally left alone at Clear Comfort with her old friend, Gertrude Tate, who had come to live with her. In the stock market crash of 1929 the two ladies lost all their money. Alice Austen was forced to mortgage her home, then to sell her furnishings. When she could not meet mortgage payments, the bank foreclosed but allowed the two ladies to live there in the role of caretakers. Alice and Miss Tate tried to make Clear Comfort into a restaurant, but they were too accustomed to lavish entertaining. Second helpings of steaks, lobsters and chickens absorbed most of the

profits, and Alice Austen could never bring herself to serve liquor in the old family home.

The bank finally sold the house for \$7,500—Alice Austen had once been offered \$150,000—and in July 1945 she left Clear Comfort, her home for 78 of her 79 years. With Miss Tate she moved to a Staten Island apartment, but still there was not enough money. She tried to live in three different private old people's homes, but she was too used to running her own life to get along in them. Last year, a pauper crippled by arthritis, Alice Austen reached what seemed to be the last stop in her long life—a wheelchair in the Staten Island poorhouse, where she was photographed (*above*) by a great

photographer of a later era, Alfred Eisenstaedt.

But thanks to the efforts of the Staten Island Historical Society, to whom she left her pictures, and thanks to the appreciation of Picture Press, life has begun again for Alice Austen—though it is not the life she knew. With the sale of her photographs friends were able last month to move her out of the poorhouse to a private nursing home on Staten Island. She is 85, and there is enough money to keep her in relative comfort for another 14 months. The rediscovery of her pictures is a delight to Alice Austen. "How nice it is," she said last week, "that what was once so much pleasure for me turns out now to be a pleasure for other people."





Seaside Romance . . . painted for the De Beers Collection by Raoul Dufy

The prices shown were secured for your guidance through a nationwide check in July, 1951. Jewelers were asked for the prices of their top-grade engagement ring diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered by different jewelers. Exceptionally fine diamonds are higher priced. (Exact weights shown are infrequent.) Add Federal tax.

WHEN CHOOSING YOUR ENGAGEMENT STONE . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

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 guardian of dreams, it will lend its lovely light  
 to all your years. Guiding your thoughts to one another  
 through days of parting, it will dance for joy at your  
 reunions. And all the happy moments, all the changes and  
 responsibilities you share, will be recorded in its magic depths.  
 Though it be modest in cost, choose your diamond with care,  
 for nothing else on earth can take its place. And...may your  
 happiness last as long as your diamond.

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AWAY FROM POMP, THE POPE TAKES A WALK IN THE VATICAN GARDEN

# The Pope Who Remains a Priest

In a world brilliantly ornate with pageantry and protocol, Eugenio Pacelli lives and preaches the unadorned ideals of prayer, patience and faith

by GRAHAM GREENE

IT is strange to come on a monument to a living man, for even the greatest usually appear only on tablets and tombstones after death. But if we suppose a close observer wandering in Rome through the churches, the yellow squares and the *trattoria*, among the fountains and flower stalls and broken columns, he would notice here and there about the city the memorials to a man still living, Eugenio Pacelli. He would see them, in an obscure side street, on the wall of a house that has come down in the world—"In this house was born . . ."; in the hall of a school—"Student of this Lyceum during the years . . ."; at the entrance of a church—"Here he meditated upon the choice of his vocation . . ."—Pope Pius XII mummified in marble before his death.

Our imaginary observer might well wonder at this great harvest of tablets. For it is not enough to say that Pacelli is the Pope. There have been so many Popes. They stretch away like a column of ants, busy about affairs that have often seemed to the world of small importance. An odd anonymity shrouds the greater number of them—we don't remember them as we remember kings, or even as we remember presidents. Their titles, stiff and unoriginal, have a kind of textbook air. Pacelli becomes Pius XII and already he seems fixed on a page of history (rather dull history) with all the other Piuses (who were they?), fixed like a butterfly on cork, pinned out for dusty preservation.

A few Popes—even to such a Protestant

schoolboy as I was—broke through their anonymity. Generally this happened because they clashed with kings or emperors who were the more interesting characters since they wore armor and swore great blinding oaths and made wars and memorable sayings. The only memorable saying of a Pope that we learnt at school was far too smug—Gregory the Great, remarking, "Not Angles but angels" at the sight of the young blond British slaves. One remembered, too, Innocent III fulminating against King John, though his victory over the king seemed a bit underhand; corpses lying unburied because of the interdict did not seem to compare in chivalry with burning lead. The Emperor Henry knelt in the snow at Canossa and our sympathy was always with the emperor (already I have forgotten which was the Pope he knelt to). Pius V (was it?) excommunicated Queen Elizabeth. Pio Nono fled rather absurdly before the conquering army of Garibaldi and his romantic Red Shirts. And there were wicked popes like Alexander VI (the Borgias).

In England in those days just after World War I, one knew very little about the living Pope. He was associated rather disagreeably with a peace offer the Allies had rejected. We were the victorious powers, or so we thought, so there was a somewhat disreputable air about premature peace offers, and in any case peace has small appeal to the young. Our history books dealt mainly with wars, and as for any peace that passes understanding, it was not in any university curriculum.

I don't think it ever occurred to us that the Pope was a priest, or that he could be a saint. A priest was a small, sour man in black who had a tin-roofed church in a back street of the country town where one lived; his congregation consisted mainly, so one was told, of Irish servant girls, and he was never invited to dinner as the vicar was. But still he was a human being and had no connection with the outdated tiaraed ruler in Rome. I remember the shock of surprise at seeing a box inside a Roman Catholic church marked Peter's Pence—I thought that all that had been stopped sometime in the Middle Ages, probably by King John.

But even later, when I became a Catholic, the Pope remained a distant hierarchic figure, and I imagine he remained so for many Catholics, until contemporary history began to break into our homes with the sound of explosives and the sight of refugees and the sudden uncertainty—where shall we be next year? The Pope became a man when we grew aware that he suffered from the same anxieties and tensions as ourselves, only infinitely extended by his responsibility and his solitude. When in 1922 Pius XI was elected on the 14th ballot, the Cardinal Primate of Hungary is reported to have said, "We have dragged Ratti through the fourteen Stations of the Cross: now that he has arrived on Golgotha we leave him alone." For nearly 20 years now we have become aware of the papacy as the point of suffering, the needle of pain, and a certain love always arises for



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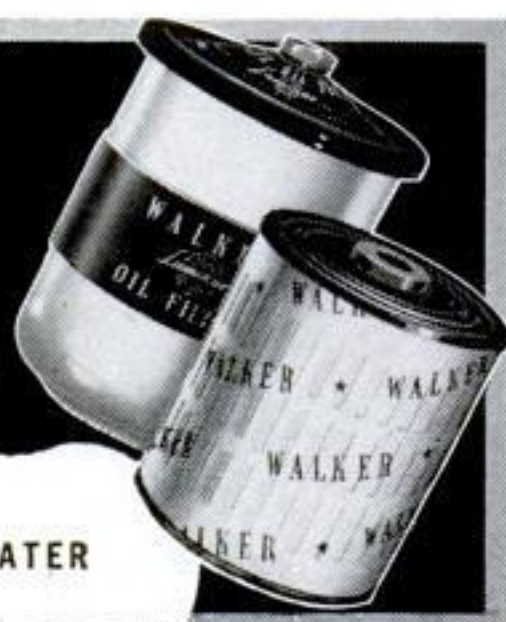
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## THE POPE CONTINUED

the man who suffers. Pain makes an individual, whether it is a Chinese woman weeping for her dead child or the patient figure in the hospital bed or this man in the Vatican.

We have worked slowly forward in our knowledge of this one particular Pope, this priest, not so far removed from our parish priest, led against his inclination into a position of responsibility. But we cannot see him fully as an individual man unless we see him in relation to his immediate predecessors. They have all had the same aim—to be the servants of the servants of God, to serve the world, to temper the winds of hate, corruption, injustice, to give us such peace as it is possible to get here. Pacelli becomes individual when we see how he differs from the others in trying to attain this aim.

Since the days of Pius X, who was Pope when World War I broke out, that word "peace" seems to chime through all the encyclicals and papal letters and speeches, as it chimes through the



THE AUTHOR

Graham Greene was 22 when he first became interested in Catholicism. He spent three months in long, discursive arguments with a friend who was a priest and then became converted. Today, at 47, Greene is known widely for his trilogy of novels (*Brighton Rock*, *The Power and the Glory*, *The Heart of the Matter*) in which he attempts to "illustrate the distinction between good and evil." He is also famous in the U.S. for his "thrillers" which have made good movies, i.e., *Confidential Agent*, *The Third Man*.

Mass—so that we become accustomed to it in its every declension: *pax, pacis, pacem*. When he was asked to bless some armaments, he replied, "War! I don't want war, I don't bless war, I bless only peace. Gladly I would sacrifice my life to obtain peace." A fortnight after war was declared he was dead.

Benedict XV, his successor, whose peace proposals in 1917 were rejected, who was called Papa Bosch by the French and "the French Pope" by the Germans, said, "They want to silence me, but they shall not succeed in sealing my lips; nobody shall prevent me from calling to my own children, peace, peace, peace." And his successor, to whom he said these words, Pius XI, remarked to an English archbishop as the alignment for the new Hitlerian war became evident, "Peace is such a precious good that one should not fear to buy it even at the price of silence and concessions, although never at the price of weakness."

The world has darkened progressively since those days. Pius X was an old man ready to give his life, but a prayer is not always answered as we want it answered. Benedict believed in reasoned diplomacy and failed. Pius XI believed in a mixture of cunning and pugnacity, and he failed too. Now a new note sounds from Pacelli, the man who was his secretary of state and who from that inner position saw the cunning and pugnacity outwitted, and observed the limits of diplomacy. Isn't there a hint of despair, so far as this world is concerned, in Pacelli when he speaks of "Golgotha—that hill of long awaited peace between Heaven and earth." Sometimes we almost feel he is abandoning those vast hordes of people we call nations, the dealings with the war lords and dictators, and he seems like a parish priest in the confessional, a *curé d'Ars*, to be concentrating on each individual, teaching the individual that peace can be found on Golgotha, that pain doesn't matter, teaching the difficult lesson of love, dwelling on the liturgy of the church while the storm rages—for the storm will pass. In 1943, the year of the North African campaign and the final disaster to the Italian armies, he issued two encyclicals—on "The Mystical Body of Jesus Christ" and on "Biblical Studies." They must have seemed to the Italian people very far removed from their immediate worries, but those are the worries that pass, and the subject of the encyclicals goes on as long as human life.

And yet one cannot help exclaiming, "If only they were more readable, less staid, tight, pedantic in style!" I doubt whether many of the laity read these encyclicals and yet they are addressed by form "to all the clergy and faithful." The abstract words, the sense of distance, the lack of fire make them rather like a somber editorial in a newspaper: the words have been current too long. There are no surprises. "As it is by faith that on this earth we adhere to God as the source of truth, so it is by virtue of Christian hope that we seek

CONTINUED ON PAGE 151



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IN BAVARIA in 1918 42-year-old Archbishop Pacelli, acting as the papal nuncio of Benedict XV, distributed badly needed clothing and food to Italian soldiers who had been taken prisoner by the Germans during World War I.

THE POPE CONTINUED

Him as the source of beatitude." The words have no bite, no sting, no concrete image: we feel that a man is dictating to a dictaphone. Compare the encyclicals with such writing as the 16th Century's St. Francis de Sales, using his chaste elephant or his bees as metaphors, arousing our attention with a startling image: "My tongue, while I speak of my neighbor, is in my mouth like a lancet in the hand of the surgeon, who wishes to make an incision between the nerves and sinews: the incision that I make with my tongue must be so exact that I say neither more nor less than the truth." In the encyclicals the incision has not been made: the words clothe the thought as stiffly as a plaster cast on an injured limb.

Not all the Popes have been quite so dry or cautious in their encyclicals. Leo XIII in his *De Rerum Novarum* wrote with a kind of holy savagery on the abuse of property (didn't the Bishop of San Luis Potosi in Mexico preserve the copies in his cellar till the revolution for fear of offending the rich?). And Pius XI, attacking the Hitlerian state in *Mit brennender Sorge*, allowed the personal tone of voice to be heard.

But a Pope—or a saint or a parish priest—is not necessarily a writer, and many, if not most, of Pacelli's encyclicals are not personally written by himself, only very carefully revised and approved. One distinguished writer has compared the Pope's own style to the Roman fountains, formal even in their ornateness, the Latin words, colorless as water but pure and exact, falling with certainty into the ageless basins. Roman? Renaissance? Is his formality closer perhaps to music than literature? Bossuet, Dante, St. Augustine—these are among the very few literary references that occur in his writing, but he speaks with real understanding of music. Again one is reminded of many parish priests whose worldly interests seem narrowed by the love of God to a few books and the enjoyment of classical music.

"What I am is little"

THIS is the essential paradox in a Pope whom so many of us believe will rank among the greatest. Among the gossipers of Rome he is often described as a priest first and a diplomat afterwards. But how was it that with all his years of diplomatic travel—from Germany and Hungary to Argentina and the U.S.—he did not become a diplomat first and foremost?

Pacelli belongs to an aristocratic Roman family. Although his own inclinations seem to have been to ordinary parish work and to the confessional, he was steered by those who may have known his talents better, from a very early period in his life as a priest, toward an official career. His first major assignment was to the Congregation of Extraordinary Ecclesiastical Affairs, dealing with problems of treaty-making and international affairs. But the paradox persisted: Pacelli combines his official work with pastoral work, just as still during his public audience he has been known to go into a corner of the audience hall at a peasant's request and hear his confession.

The ecclesiastical career drove steadily on: papal nuncio in

CONTINUED ON NEXT PAGE

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IN U.S. on month's tour in 1936 as papal secretary of state, Cardinal Pacelli visited Mount Vernon with escort including Bishop Francis Spellman (second from left). Cardinal found two newlywed couples there, gave them his blessing.

### THE POPE CONTINUED

Munich in 1917 so that he could act as intermediary for the Pope in the efforts to attain peace. Here he saw violent revolution for the first time when the Communists broke into his palace. In 1919, with the formation of the German Republic, he became nuncio in Berlin and later, when Hitler began his campaign for power, he maintained close ties with the Center party. (The leader of the Center party, now Monsignor Kaas, has remained the Pope's friend, is administrator of St. Peter's and is responsible for the excavations under the Vatican which have disclosed the old Roman cemetery where St. Peter was buried. He has built the Pope a private staircase, so that he can make his way alone into these caverns and talk to the workmen. Walking among his tombs, Monsignor Kaas refers with affection to his friend, pointing a finger upwards—"Him up there.")

In 1929, when Pacelli left Germany, the inevitable cardinalate followed. The parish priest was doomed, you would have said, and yet he obstinately stayed alive. We can hear him speaking in the words of Pacelli's farewell, so different from the formal encyclicals that were to follow. "I go the way in which God, by the mouth of the Pontiff, commands me to go. I go this way fully conscious of my weakness, believing in Him who uses the weak to put the strong to shame. What I was is nothing; what I am is little; but what I shall become is eternal." As the Pope placed the red hat on his head, he spoke the traditional words that in our day have taken on real significance: "Accept the red hat, a special sign of the cardinal's dignity. This means that you should be ready to shed your blood and to die, if need be, in the fearless defense of our Holy Faith, for the preservation of quiet and peace among the Christian people. . . ."

### His papal election broke tradition

ONLY a little more than a month later he was appointed secretary of state to Pius XI, perhaps the most politically active Pope since the Middle Ages—the man who revived the Vatican State, who fought Mussolini so firmly that Mussolini rejoiced at his death, who began the struggle against Hitler not only by his encyclicals but by personal affront, leaving Rome when Hitler came there and closing the Vatican Museum which Hitler had intended to visit. On his death bed in February 1939 he finished his last allocution—the final words written on the night he died, his last blow, it was to have been, so they say, at the totalitarian state.

The new Pope as secretary of state had been very closely associated with his predecessor's policy, and his attitude to affairs in Germany was well known. At a party which he gave in Rome after his return from Germany, an old Conservative friend of his, the Marchese Patrici, was overheard by him to remark that it was a good thing Germany had a strong man now who would deal with the Communists. Cardinal Pacelli turned on him. "For goodness' sake, Joseph," he said, "don't talk such nonsense. The Nazis are infinitely worse." We can assume, therefore, that neither Hitler nor Mussolini was gratified when the Conclave, breaking with a

CONTINUED ON PAGE 155



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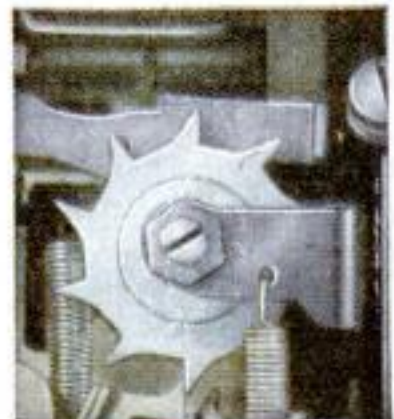
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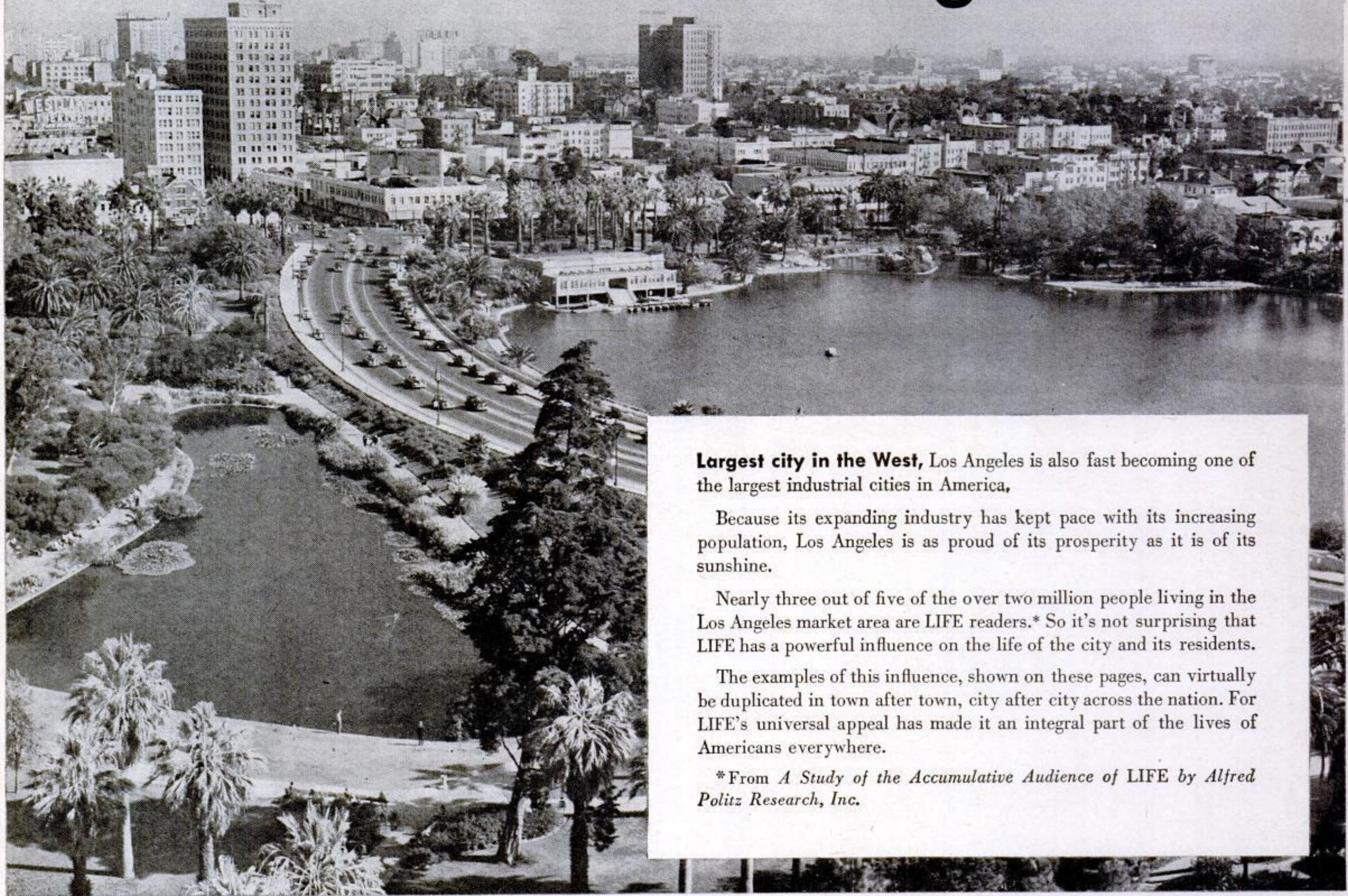
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# What happens when LIFE hits Los Angeles?



**Largest city in the West,** Los Angeles is also fast becoming one of the largest industrial cities in America,

Because its expanding industry has kept pace with its increasing population, Los Angeles is as proud of its prosperity as it is of its sunshine.

Nearly three out of five of the over two million people living in the Los Angeles market area are LIFE readers.\* So it's not surprising that LIFE has a powerful influence on the life of the city and its residents.

The examples of this influence, shown on these pages, can virtually be duplicated in town after town, city after city across the nation. For LIFE's universal appeal has made it an integral part of the lives of Americans everywhere.

*\*From A Study of the Accumulative Audience of LIFE by Alfred Politz Research, Inc.*

## Lives are limelighted...



**Idella G. Manisera:** "After my 'Busy Bird Hospital' was in LIFE, I was besieged with letters and phone calls from every state in the union. Inquiries were so numerous that my out-of-state filing system was increased 100%. LIFE's article also filled the hospital to capacity."



**Nancy Guild:** "LIFE ran a picture of me in a college fashion article and within hours after the issue hit newsstands I received offers of five movie contracts. I was signed up without even a screen test and yet I had had no previous acting experience. LIFE certainly changed my entire life."



**Janice Rule:** "I made LIFE's cover through a photograph sent in by a free-lance photographer. That started my career, for my option was picked up right after the picture appeared in LIFE." Miss Rule is one of the 17 million American women, aged 20 to 45, who read LIFE. ♣



## Retailing is stimulated...



**At Broadway Dept. Stores, Inc.** Pres. Edward W. Carter says: "LIFE's influence is clearly shown in sharp sales increases, in our five stores, for many products immediately following their appearance in LIFE. To fully capitalize on this influence, Broadway Stores for years have tied in closely with LIFE editorial and advertising pages."

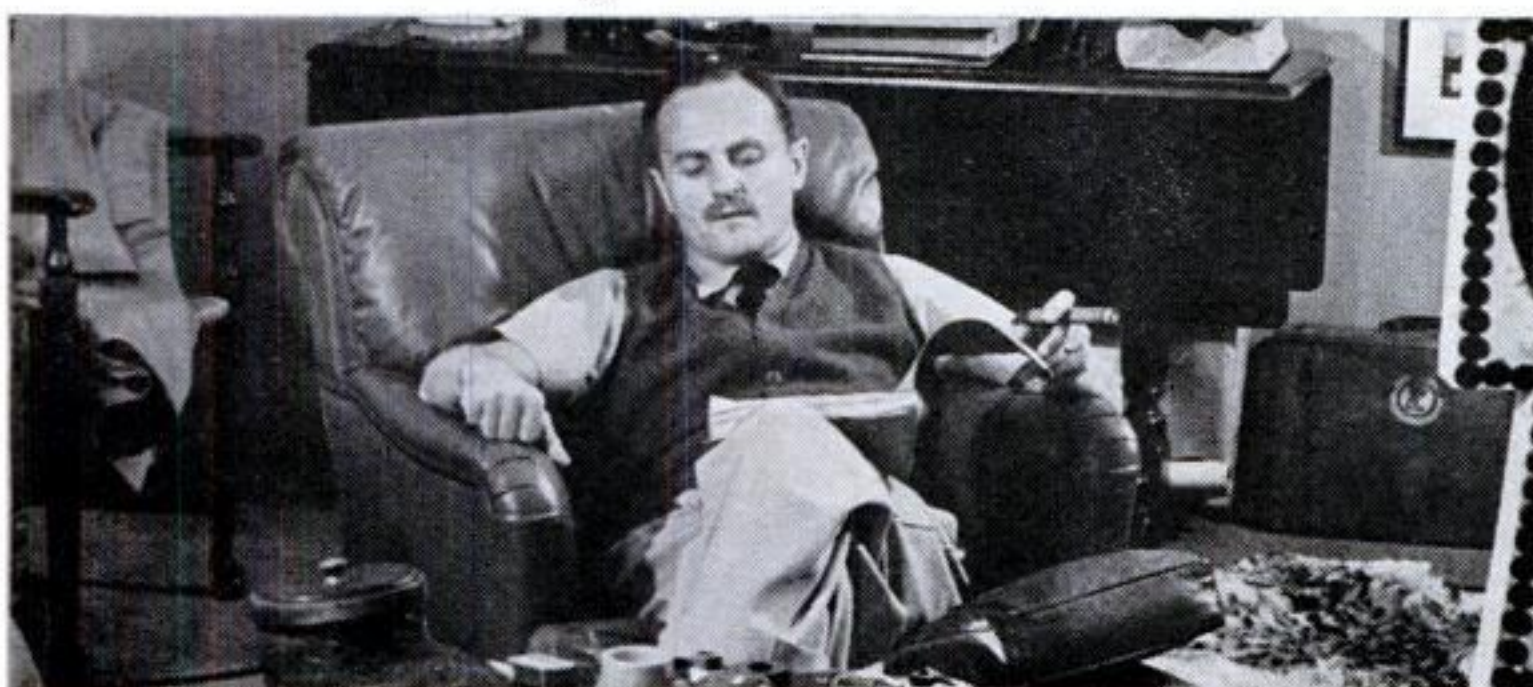


**At Leo J. Meyberg Co.,** Vice-pres. L. E. Starkweather says: "Every one of our major appliance lines is advertised in LIFE. Our experience has proved that LIFE advertising always pays off with sales results."



**At Von's Grocery Co.,** Exec. Vice-pres. Ted Von Der Ahe says: "Von's markets are a year-round 'Advertised-in-LIFE' promotion." Last year, nearly 1800 food stores held LIFE store-wide promotions.

## Industry is influenced...



**20th Century-Fox** Vice-president Darryl F. Zanuck: "I know of no other medium that has the impact of LIFE on America. It reaches a greater number of people more quickly and more effectively than any other means of communication. A LIFE story always has a tremendous influence." 7 out of 10 of America's executives read LIFE.\*



**Lockheed Aircraft Corp.** Board Chairman Robert E. Gross: "LIFE's reporting on the aircraft industry's contribution to national defense has been superlative—a good example of LIFE's graphic journalism."



**Union Oil Co.** Pres. Reese H. Taylor: "The thousands of letters we've received in response to our advertising series on American business came from across the nation." 62,600,000 different people read LIFE.\*

## Civic plans are aided...

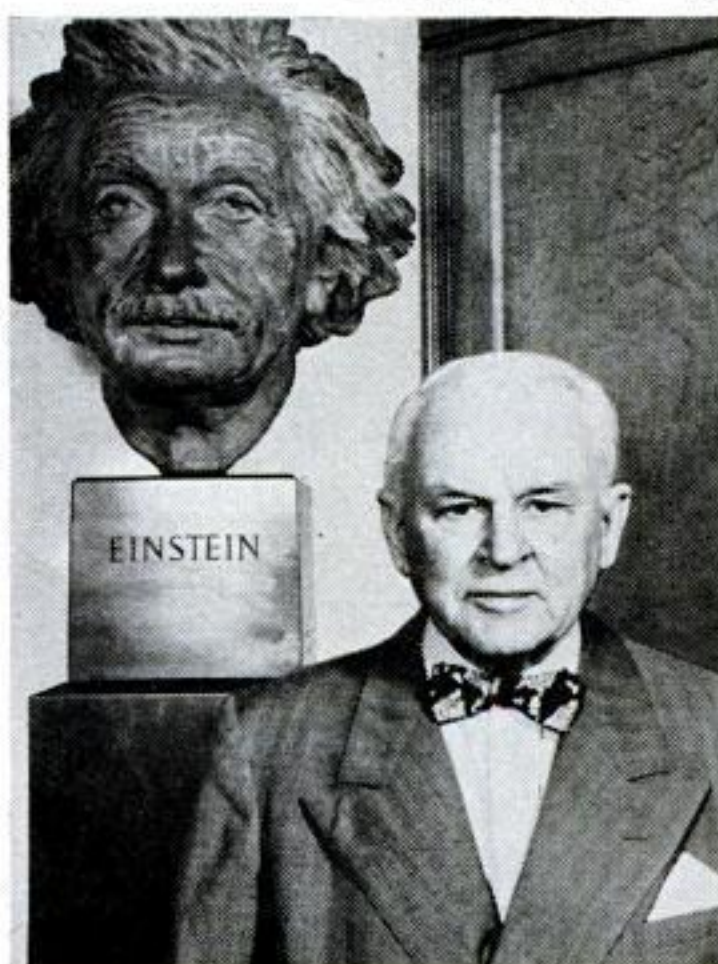


**Art festival,** held each year in city, was reported by LIFE (Nov. 13, 1950). Says Kenneth Ross, Director, Department of Municipal Art: "LIFE's story impressed on all Americans, and particularly people here, the fact that Los Angeles is rapidly becoming an art center. LIFE helped double our art festival budget over the previous year."



**Mosquito fish** were shown by LIFE in article on city's mosquito-control program. Says Dr. George M. Uhl, City Health Department Officer: "LIFE's story stimulated so much local civic interest, that it was possible to practically eliminate the mosquito problem in the city. Publications from all over the world wrote us for more facts on our program."

## Culture is benefited...



**Famous physicist** Dr. Robert A. Millikan: "LIFE covers science subjects with extraordinary thoroughness. You can trust the results of their investigations. LIFE's editorials are the most sensible I read."



**Symphony Director** Alfred Wallenstein: "Because LIFE reaches so many young people, its coverage of musical events always stimulates great interest." Over 13,000,000 young adults, 20 to 29, read LIFE.\*





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\*PATENTED



AT HIS WHITE TYPEWRITER the Pope works in his office. On his right are his two telephones, one gold and white. When a call to him has been screened by the papal secretary, the Pope answers with "Aqui Pacelli (Pacelli here)."

### THE POPE CONTINUED

diplomat. Even his photographs, in which the eyes seem expressionless behind deep glasses and the thin lips suggest little sensitivity, seem to confirm the mental image of an ex-secretary of state. It is true he keeps that office in his own hands, assisted by Monsignor Montini, but one who has close knowledge of the Pope told me that diplomacy has little importance in his eyes. In the last 30 years the Pope has seen the consistent failure of diplomacy; since he knew so well this world of ambassadors and ministers, he retains these contacts in his own hands much as a man keeps the trophies on his wall of a sport long abandoned. But he knows the world cannot be saved by diplomacy.

What can save it?

So much time for audiences public and private, so much time for work (the light in his study over St. Peter's burns till one in the morning), so much time like any other priest for his breviary—and in the background one is aware of the huge threatening world, the conferences in Moscow, the speeches at Lake Success, the troops pouring down in Korea. He presses into one more visitor's hand a little green envelope with the papal arms containing a small nickel holy medal. Can this Thing—so defenseless it seems—survive?

Every morning at breakfast the Pope lets loose his two canaries and his favorite bird—a small bird with a green breast—I don't know its name. They walk over the table pecking at his butter, and his favorite takes crumbs from between his fingers and perches on the white shoulder. "He talks to children," my informant said, "as though they were his birds and to his birds as though they were children. . . ." That was why he has been called Franciscan, and the Franciscans next to the Jesuits are his favorite order. Even in this short period of relaxation he seems to be making a hieratic gesture symbolizing charity. If a man loves enough, every act will represent his love.

### Threat of death

I HAVE said he gives the impression of a man patiently waiting for martyrdom. He has already barely escaped it. At his coronation the German ambassador was heard to remark, "Very moving and beautiful, but it will be the last." And a moment came during the war, under the German occupation, when the end was expected. Hitler was said to have uttered the threat that he would raze the Vatican to the ground, and it is certainly true that the administrator received orders one day from "him up there" to produce a plan for summoning the ambassadors of the powers at a moment's notice to St. Peter's so that the Pope if necessary might make an announcement of grave importance. But the threat of exile or death passed. Now again the danger threatens. The Church's borders are widespread in Poland and Korea, but war travels fast these days. Hitler was handicapped by the presence of the Church in Germany; in Russia the Church is represented only by a few priests in hiding.

Sometimes a Pope can be known by the saints he canonizes. This Pope's predecessor, Pius XI, the pugnacious priest, canonized Thomas More and John Fisher, overruling the requirements of miracles: they were men who fought the totalitarian state of their

CONTINUED ON PAGE 162



# Healthier and happier birthdays

**C**HILDREN who celebrate their tenth birthday this year share another birthday of vital importance to their health—the Tenth Anniversary of Food Enrichment. For ten years bakers and millers of America have been enriching bread and flour with health-giving vitamins—thiamine, riboflavin and niacin.

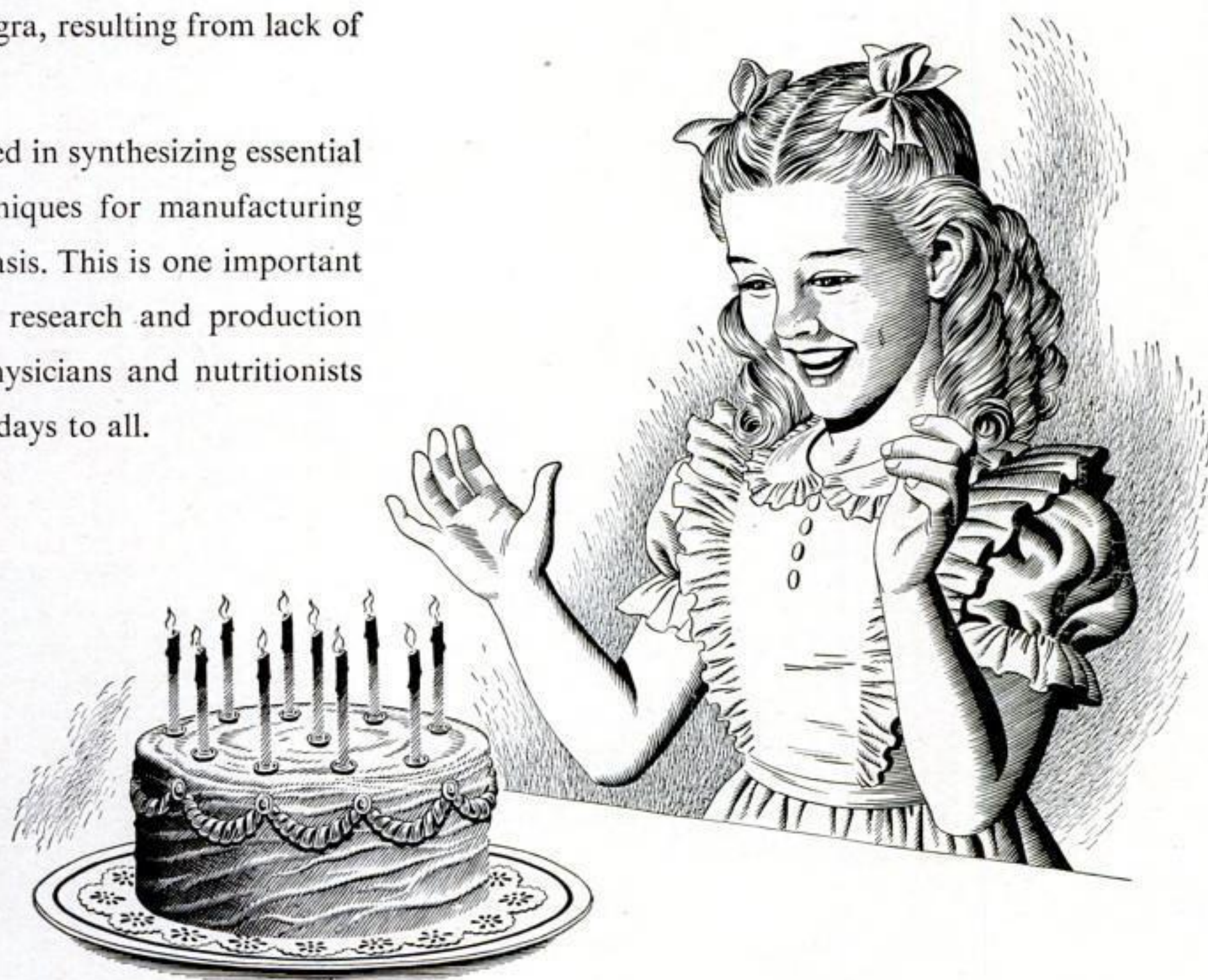
More buoyant health and greater mental and physical vigor are rewards of the scientific use of vitamins in nutrition and medicine. Less and less common have become the devastating diseases such as pellagra, resulting from lack of vitamins.

Merck & Co., Inc. has pioneered in synthesizing essential vitamins and in perfecting techniques for manufacturing them on a large-scale, low-cost basis. This is one important result of the continuous Merck research and production program—devoted to helping physicians and nutritionists bring healthier and happier birthdays to all.

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HERE IT IS—the champ of razors—picked in national tests! And no wonder, because it's the world's only razor with *all* these advantages:

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COMPLETE KIT

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## THE POPE CONTINUED

day. But Pacelli has canonized the child Maria Goretti, who died forgiving her murderer.

It is a long time since a Pope has awaked, even in those of other faiths, such a sense of closeness.

Pius XII gives no automatic benediction, though there are still dim depths, one feels, in the Vatican in spite of the Roman sunshine glinting on the orders and the swords as one is sieved from one audience chamber to another by the scarlet flunkies. The huge civil service has to go on functioning, and sometimes in our irritation at its slowness, its caution or its pedantry, we may feel that it is obscuring the white-clothed figure at the center. The banning of Sartre's books, the recent withdrawal of certain well known French Jesuits from teaching—these acts, of course, are not the immediate work of the Pope but of the civil service. Three theologians “advise” the Pope, and one would have liked to take these three aging men—one French, one Dutch and one German—out into the streets of Rome during the Holy Year, milling with pilgrims from China, India, Africa and ask them: Is the Church really so insecure that opinion needs to be suppressed quite so promptly? How many of the great definitions of the Church would have been lost if even the hint of heresy had always been quickly suppressed? But an irritation like this comes and goes: it is not the impression that remains.

One visitor replying to a polite formal inquiry of the Pope said that there were two Masses he would always remember. One was at 5:30 in the morning, at a side altar in the small Franciscan monastery of San Giovanni Rotondo, in the bleak southern province of Apulia: the Host was raised in the hands of Padre Pio—the aged, bearded priest whose hands are famed through the Catholic world for the black, ugly dried patches of the stigmata that they bear. The other memorable Mass was the Pope's Jubilee Mass in Rome—the enormous crowd pressed into St. Peter's, and men and women cheering and weeping as the Pope passed up the nave, boys flinging their scout hats into the air: the fine transparent features like those on a coin, going by, the hand raised in a resolute blessing, the smile of “deep affection,” and later the Pope alone at the altar, when the cardinals who served him had stepped aside, moving with grace and precision through the motions of the Mass, doing what every priest does every day, the servant of the servants of God, and not impossibly, one feels, a saint.

But how much more difficult sanctity must be under the Michelangelo frescoes, among the applauding crowds, through the daily audiences than in the stony fields of Apulia where the saintly priest, Pio, is confined. It is the strength of the Church in Italy that it can produce such extremes, and exactly the same thought came to one while kneeling among a dozen women in the early morning in the Franciscan monastery—or while pressed among the cheering crowds in St. Peter's. It was not after all the question—can this Thing survive? It was—how can this Thing ever be defeated?

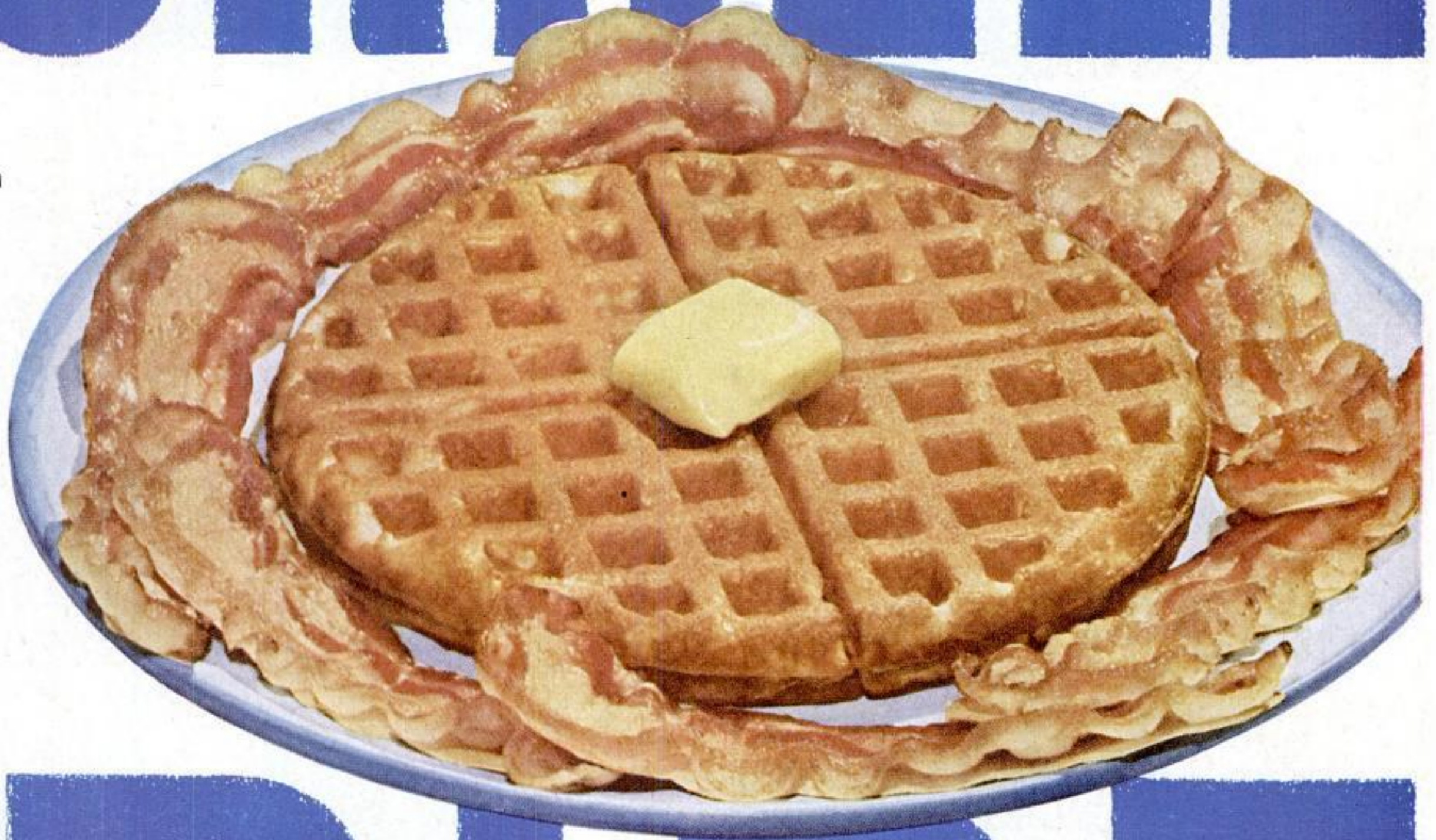


LIGHT IN THE POPE'S STUDY OFTEN BURNS UNTIL LONG AFTER MIDNIGHT



# MORRELL

Bacon for breakfast...truly an American dish. And when it's Morrell Pride Bacon, you're serving the finest! Choice center slices, slow-smoked for flavor, fragrance and food-value. A product we are proud to offer for your table.



# PRIDE



Heat-sealed, air-tight packages retain the flavor and aroma of delicious, protein-rich Morrell Pride Bacon.

Always tasty and flavor-full, Morrell Pride Bacon is also available in layer packages.



# MEATS



**JOHN MORRELL & CO.** SINCE 1827  
Ottumwa, Iowa • Sioux Falls, S. D. •

| Pork Beef Lamb Ham Bacon Sausage Canned Meats





## Pleasant Moments in sports

BY BOB CONSIDINE

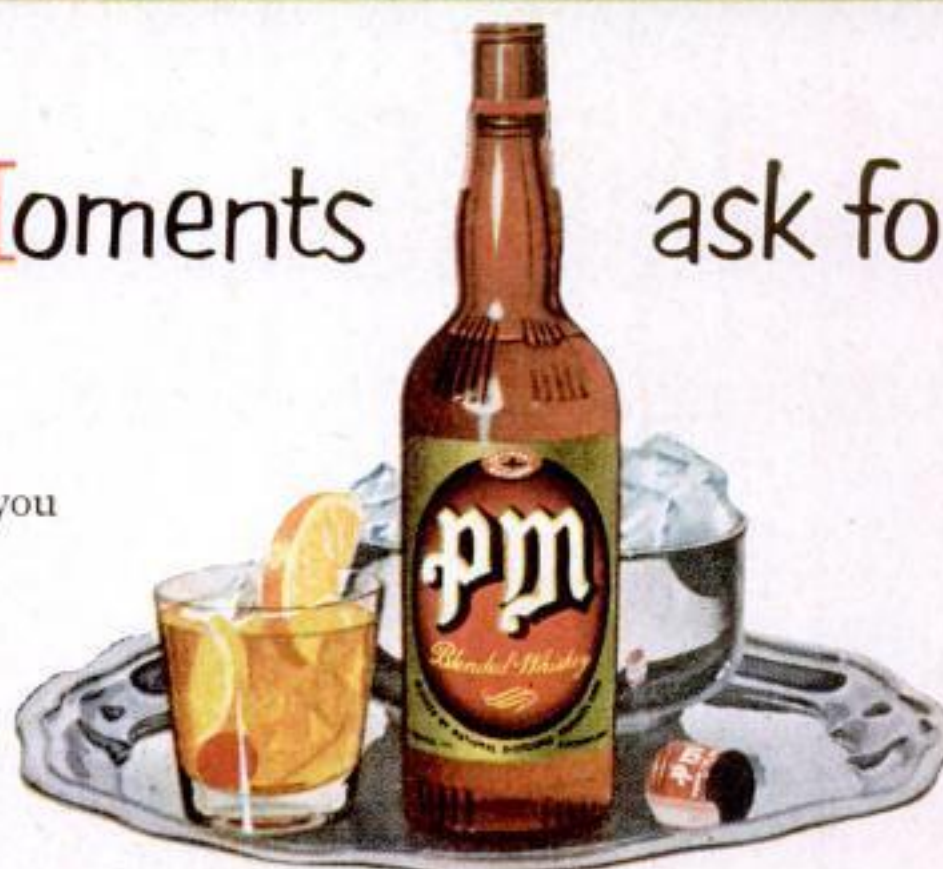
**TOMMY HITCHCOCK** was one of the true immortals of the Golden Age of Sports. An international star for 20 years, he is rated the finest polo player the game has ever known.

I think Tommy Hitchcock's greatest triumph was in 1928, when he led a patched-up U.S. team against the highly favored challengers from Argentina. That day the incomparable Tommy rode like a reckless Indian. His brilliant mallet work kept a constant rain of drives pouring into Argentine territory, and on defense he completely baffled the visitors from the Pampas. When it was over, the score stood 13 to 7...and the United States was once again champion of the Americas.

for your **Pleasant Moments**

**TONIGHT**, for your Pleasant Moments, treat yourself and your friends to the "champion of whiskies"—finer, milder PM! Today, tomorrow, *every* time you taste it, you can count on the *uniform lightness and smoothness* that have made PM Preferred by Millions.

For a 9 x 9½ print of the above painting, without advertising or printed matter and suitable for framing, send 20¢ to National Distillers, Dept. L-36, Box 166, Wall St. Station, New York 5, N.Y.



ask for **PM**  
tonight



## NATURE



### Eat **HEARTY**-with Franco-American Spaghetti!

Youngsters eat hearty without urging whenever there's hearty Franco-American Spaghetti for lunch! It tastes so good — with that tempting sauce of red-ripe tomatoes and sharp Cheddar cheese. And it's chock-full of the good nourishment that active children need. So quick to fix and so thrifty — only pennies a portion! Have Franco-American Spaghetti often for school-day lunches!

**JUST HEAT...  
AND  
EAT HEARTY!**



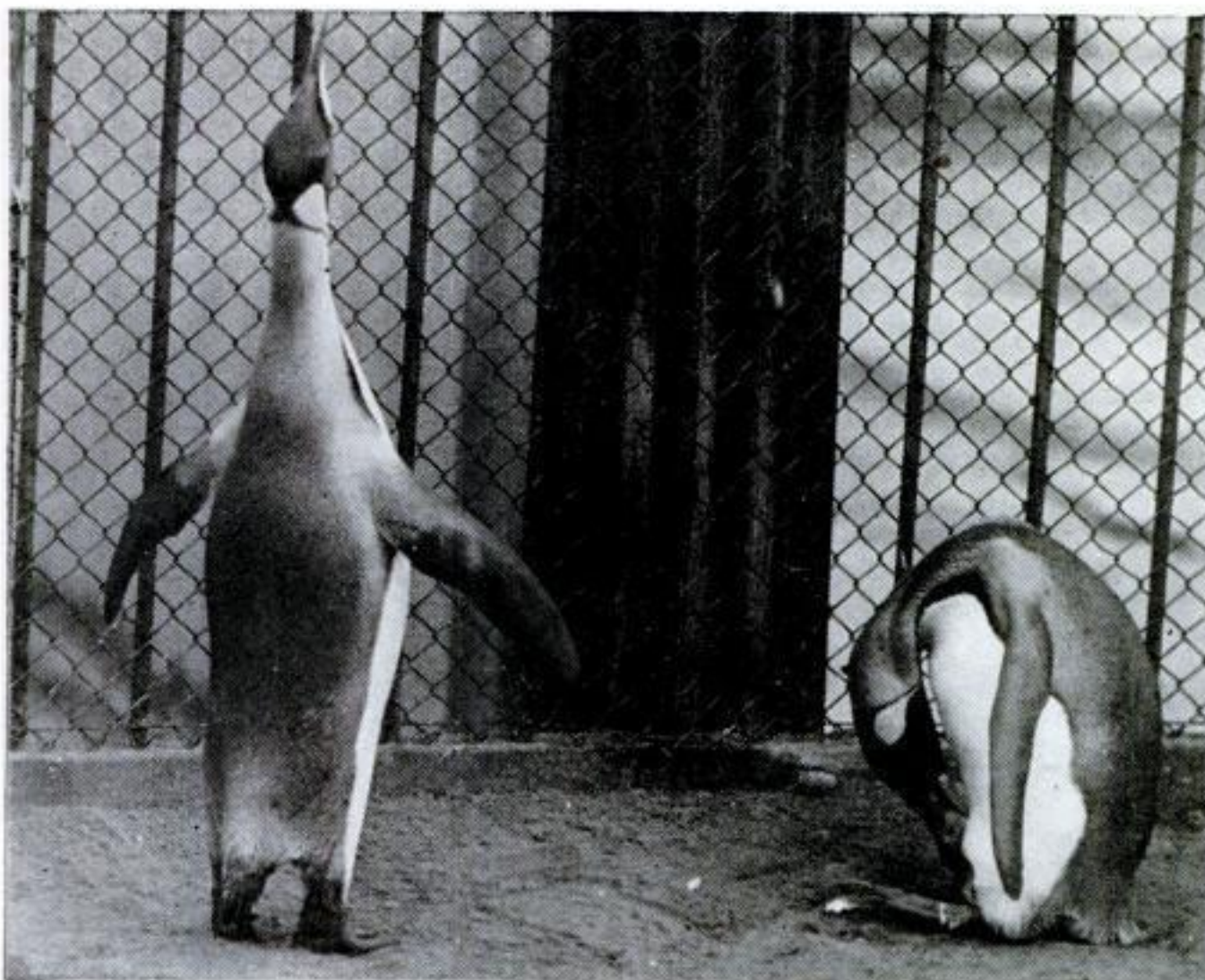
"ES GIBT KEINE  
BLASE WIE  
**DUBBLE  
BUBBLE**"\*

\*translation:  
"PEOPLE ALL OVER  
THE WORLD HAVE  
FUN CHEWING  
FLEER'S DUBBLE  
BUBBLE GUM"



**1¢**  
**FUNNIES,  
FORTUNES,  
FACTS ON EVERY  
WRAPPER!**

FRANK H. FLEER CORP.  
PHILADELPHIA 41, PA.



TUBBY ACTS THE PROUD FATHER AS BABY PEERS FROM MOM'S FEATHERS



TUBBY NUZZLES CHICK, WHOSE ONLY NEST IS ON PARENTS' WEBBED FEET



MOM GIVES CHICK A SHOVE TO SHOW IT'S TUBBY'S TURN TO BE A NEST

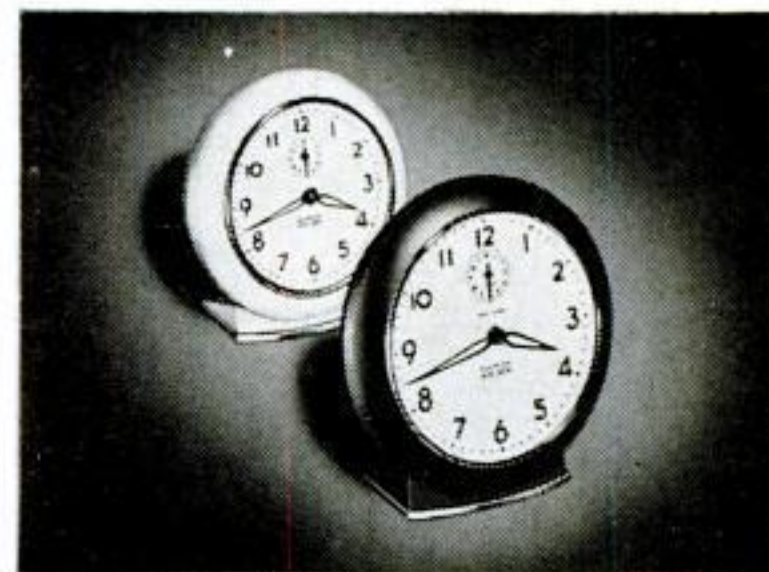
## A PROBLEM IN PENGUINS

### Paternal identity is confused by maternal duty

Visitors to the London Zoo have always had a tough time distinguishing Tubby, the king penguin, from his queen. Both wear identical, formal attire; both move about with the same dignified wobble. But early this month, when a prince was hatched to the king and his wife, it seemed reasonable that Tubby might finally be distinguished as a typical proud male parent (*top*). He was, but only briefly. Soon he dropped the exultant pose, took over half the job of raising the penguin princeling and became, for zoo-goers, once again indistinguishable from his lady.

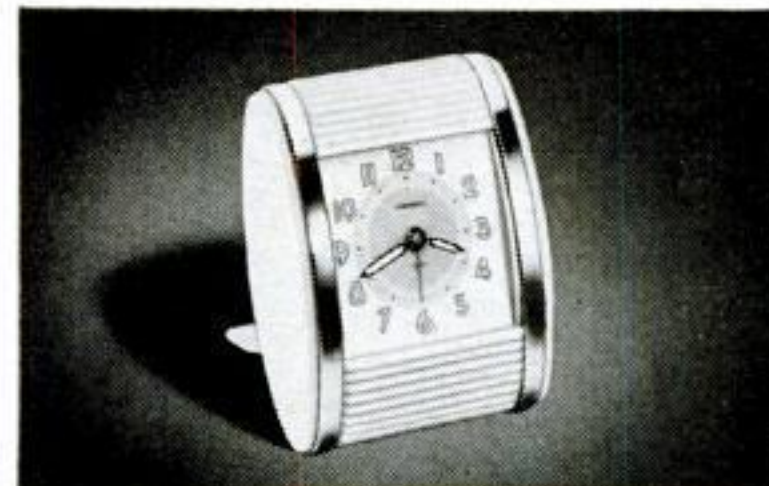


Are you sure  
you have  
enough time?



**BABY BEN ALARM.** Popular little brother of Big Ben. Has a quiet tick and a steady call which is adjustable to loud or soft. \$5.45. With luminous dial, a dollar more.

**BIG BEN LOUD ALARM.** World's best-known alarm clock. He has a tick you can hear and a deep intermittent fire-alarm gong. \$5.45. Luminous dial, one dollar more.



**TRAVALARM.** You can take it with you! Only 3½ inches high. Closes up like a clam for traveling. Flip it open, it's on duty and on time! His luminous dial serves you both day and night. Ivory or walnut finish, with gold color trim. \$7.45.



**RAJAH.** Handsome for dress, sturdy for work or play. Has a chrome finish front case with stainless steel back, curved to fit your wrist. The crystal is non-breakable. \$9.95.

**POCKET BEN.** World-famous for dependability and long life; thin yet sturdy. Non-breakable crystal. \$3.25. With luminous dial, he's one dollar more.

Prices do not include tax and are subject to change.

## WESTCLOX

Made by the Makers of Big Ben

PRODUCTS OF **GT** CORPORATION  
GENERAL TIME





Lovely young  
Hollywood star  
**GALE STORM**  
says

"No other shampoo makes my hair  
so shining clean...so easy to curl!"

Gale Storm's shining hair—Rayve-clean and sparkling

"I never knew my hair had such lovely highlights—so much *natural wave*!" says bewitching Gale Storm. "A Rayve shampoo leaves my hair so sparkling clean and lively—it brings out every bit of natural wave—makes my hair *easy* to curl!"

See how lovely your hair can be — after your very first Rayve Creme Shampoo! Rayve's unique balanced formula combines *deep-cleansing lather* with rich *curl-conditioning* oils. As you brush and towel-fluff

your Rayve-clean hair, sparkling new-found waves ripple into place—soft gleaming curls you never dreamed you had!

"The limp wave test shows you!" say smart young Hollywood stars. Shampoo with Rayve at the very end of your permanent—when your wave's at its very lowest ebb! You'll see how Rayve revives even a *limp wave*... washes lively new sparkle into your hair! Get a tube or jar of Rayve today—see how it makes your hair *easy* to curl!



**MONEY-BACK GUARANTEE!** If your Rayve-clean hair isn't shinier...softer...curlier...send Rayve carton or cap liner with name and address to Rayve, Box 2, 505 Park Avenue, N. Y. Full purchase price refunded immediately



## EDUCATION



**AT GRADUATION** from high school in June 1950, Carolyn had an average record.

# THROUGH SCHOOL ALL OVER AGAIN

**Girl who lost all her memory  
gets a condensed re-education**

One year ago, 19-year-old Carolyn Bigham of Charlotte, N.C., who had graduated from high school that June, was stricken with a severe form of spinal meningitis. She recovered but the illness left part of her brain badly damaged. Almost all her memory was gone and mentally she seemed back in early childhood. Unable to speak, read or write, she lay for weeks about the house, mumbling half words or staring silently. Some doctors feared she might never regain the full use of her mind.

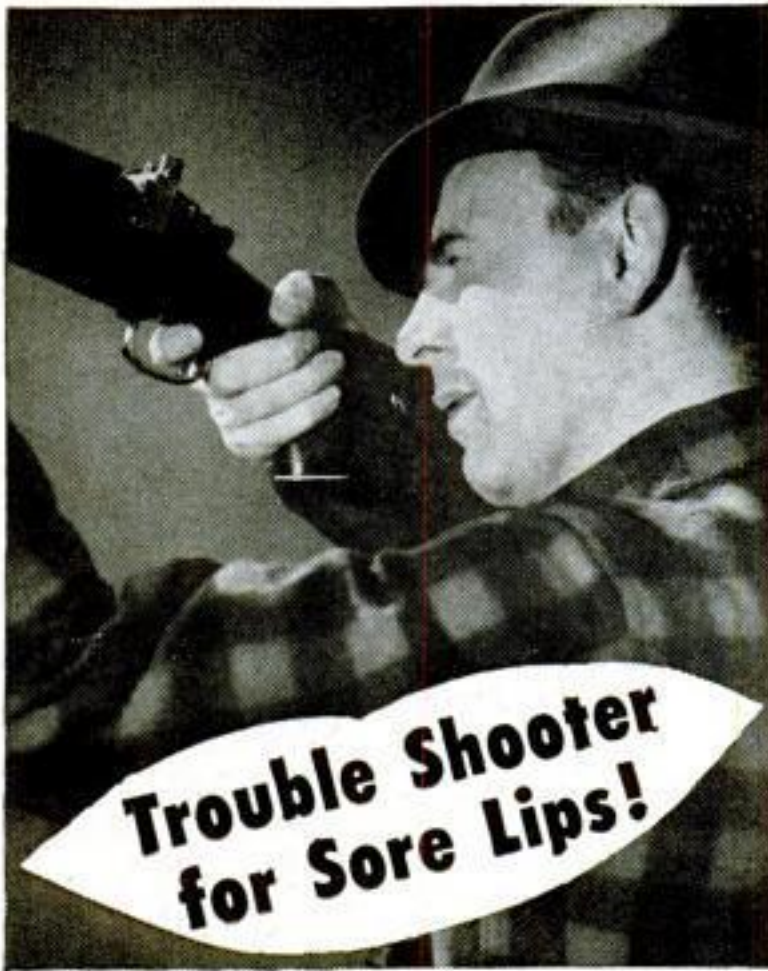
Then a Charlotte social worker named Mrs. Maybelle Smith volunteered to help Carolyn relearn everything she had ever been taught. Last Feb. 1 Mrs. Smith began the re-education of Carolyn, starting at the first grade and teaching her to count, to recognize colors, to add one and one. Inside of a week she noted that Carolyn was regaining some interest in learning, and at the end of two weeks she promoted her to second grade. By the end of April Carolyn was back part time at her job (p. 170). On June 1 she triumphantly completed the sixth grade and was given a two-month vacation. This week she is finishing up eighth grade; high school for her should begin in another week. If she can hold the pace, Carolyn, who is now expected to recover completely, will finish high school by next summer and can try to qualify for the scholarship which Lenoir-Rhyne College in Hickory, N.C. has admirably offered her.



**STACK OF BOOKS** used by Carolyn last spring in going through first six grades includes first grade

reader (in her hand), Bible, Tennyson's poems, dictionary, North Carolina public school textbooks.

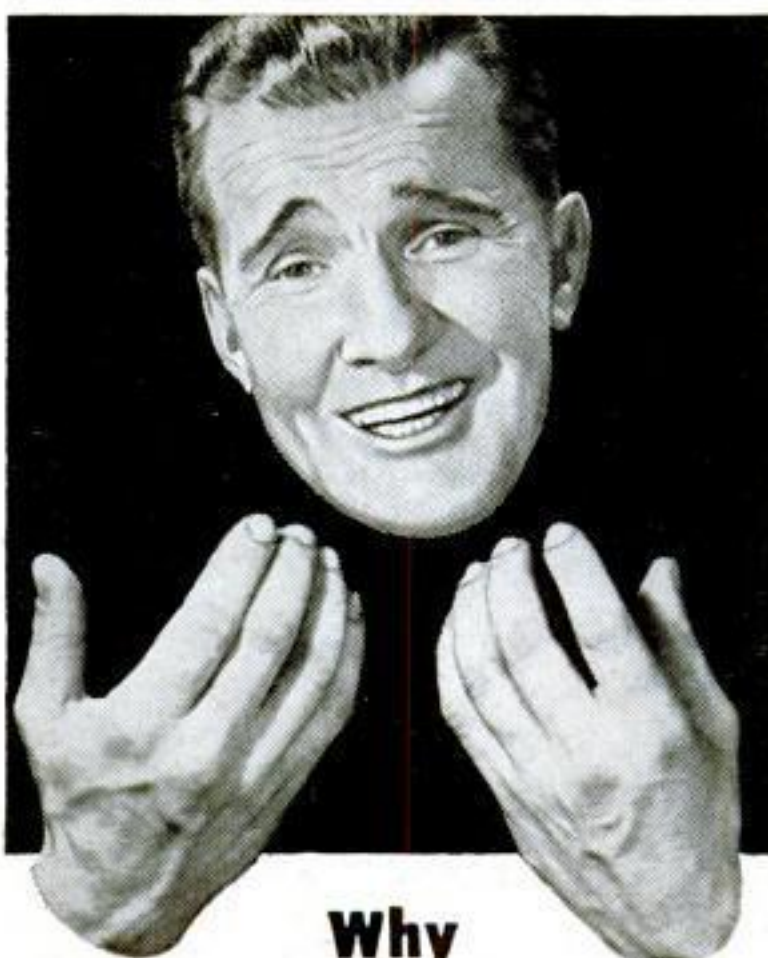




If you're an outdoor man, make 'Chap Stick' your constant companion. Use this famous lip balm at the first sign of rough, chafed lips.

- Specially medicated, specially soothing
- Pocket-size, easy to apply
- Relief swift and long-lasting
- The only antiseptic lip balm

Buy a personalized\* 'Chap Stick' for every member of your family. Refuse all substitutes.



## Why 'Chap-ans' works wonders for hands that work!

Made expressly for men's hands. Extra-penetrating... extra-soothing.

A new, revolutionary formula. Medically active ingredients — antiseptic.\* Easy to apply — swiftly absorbed.

Buy 'Chap-ans' today in the handy man-sized tube. See for yourself how it brings fast, sure relief to rough, red, chapped, cracked, weather-sore hands.

'Chap-ans'—made for men —but fast becoming the family favorite.

\*Contains the new wonder drug, Hexachlorophene.



# Chap-ans®

KEEPS HANDS FIT

CHAP STICK COMPANY, LYNCHBURG, VIRGINIA



**SPELLING LESSON** with Mrs. Smith, part of sixth grade work, threatens to founder when Carolyn balks over "accommodate." Carolyn hesitates (top), thinks hard, pauses to make sure, then spells whole word correctly (bottom).

## RELIEVES PAIN OF HEADACHE • NEURALGIA NEURITIS

# FAST

The way thousands of physicians and dentists recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

## INGROWN NAIL Hurting You? Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

## DOCTORS WARN Don't Bottle Up Stomach Gas

If you take baking soda to relieve stomach gas and often get only partial relief... get this time-tested remedy, recommended by doctors for relief from gas, heartburn and other upsets of acid indigestion.

BiSoDoL Powder relieves these 5 ways: 1. Speeds relief from gas — settles stomach. Fastest relief known. 2. Gives complete, longer-lasting relief than baking soda, helps prevent immediate return of trouble. 3. Relieves heartburn, upset from too much food, drink, smoking! 4. BiSoDoL® lets you sleep whenever acid indigestion strikes at night. 5. BiSoDoL sweetens sour mouth, stomach. Refreshing, minty flavor.

Get safe, effective BiSoDoL Powder today.

## HOW TO GIVE Quick rest TO TIRED EYES

Make this simple test today!



**EYES FEEL TIRED?** Put two drops of gentle, comforting Murine in each eye. Then feel the sensation of cool, soothing refreshment that comes instantly. You get—



**QUICK RELIEF** from the discomfort of tired eyes. Murine's seven important ingredients are scientifically blended to cleanse and refresh overworked, tired eyes. Use Murine morning and night and whenever your eyes tell you to.

# MURINE FOR YOUR EYES







**"our civil defense plans call for feeding  
thousands quickly and safely with**  
***DIXIE CUPS***



"Dixie"  
is a registered  
trade mark of the  
Dixie Cup Company

"Hot soup and hot coffee can be real life savers in an emergency. And when you have to serve thousands in a hurry, nothing can beat clean, safe Dixie Cups. They're easy to handle . . . you can store millions of 'em in a small space . . . and Dixies give our volunteers precious time for more important work than dishwashing!"



# NOW!

## BRIGGS

### SMOKES

### 3 WAYS BETTER\*



1. Stays lighted longer...by 19%



2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this  
in your  
pipe



and smoke it!

\*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy *all* the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

## Second Schooling CONTINUED



**PART-TIME JOB** is at flower counter in Kress 5-and-10-cent store. She began working there a morning a week in April, now reports every day for half a day.



**EARLY HELPER** was nephew Bill Bigham, 7, who was in first grade last year and helped Carolyn get through the first grade reader in early February.

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**

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AND INDEMNITY COMPANY**

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INSURANCE COMPANY**

HARTFORD 15, CONNECTICUT



Marx Made proves that  
fine Clothing need not  
be expensive. Over 90  
years of experience  
has made the Marx-  
Made label famous for  
quality, for crafts-  
manship, for  
style.



**MARX-MADE**

MARX & HAAS-KORREKT CO. • ST. LOUIS





# Remember?

Remember the smell of hot chocolate cooking...  
the wonderful thrill of your first lick from the spoon?  
Your first bite of a Welch's Coconut Bar will  
recall that smell of chocolate in the pan...  
its exciting, satisfying taste.



WHENEVER YOU THINK, "m-m-m"  
I'd like something g-o-o-d..."

REACH FOR...



A product of the James O. **Welch** Company, Cambridge, Massachusetts



# Designed for your living!

## the personality group

by **KROEHLER**



**SELECT** the furniture that expresses your individual taste . . .  
does the most for your living room,  
whatever its size or shape!

Make your choice from this assortment of very livable furniture . . . choose from the newest, most luxurious of fabrics! The Kroehler Personality Group features a new style designed for today's living . . . soft, relaxing comfort with strong, sturdy construction. See these outstanding values at your Kroehler Dealer's now!

*Home Fashion Time*

*"Take Your Home to Your Heart"*



**Act Now!**  
**Buy on Easy Budget Terms!**

WORLD'S LARGEST FURNITURE MANUFACTURER  
**Only KROEHLER** furniture is Cushionized\*

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BARGE CARRYING PRINCE AND PRINCESS CHAVCHAVADZE UNLOADS GUESTS AT DE BEISTEGUI PALACE LANDING ON VENICE CANAL

## *Life Goes to a Palace Warming in Venice*

**A MEXICAN MILLIONAIRE THROWS THE BIGGEST PARTY OF THE YEAR**

This month, in the most splendiferous party of 1951, Venice returned to the pomp-packed days of its doges. Newspapers all over the Western world headlined the blowout, and the hearts of would-be socialites all over Europe were broken in the scramble for invitations. The occasion for the hubbub was a masquerade ball given by a 58-year-old Mexican named Don Carlos de Beistegui y Iturbi (*see next page*).

The ball was actually a housewarming, the house being the Palazzo Labia, which De Beistegui bought two years ago for about \$500,000. Fifteen hundred of the world's most blue-blooded and/or richest inhabitants turned up for De Beistegui's palace warming, dressed in

18th Century furbelows and out for a big time. They had it—from the time they arrived via gondola on Monday evening (*above*) until they paddled away at dawn on Tuesday. Besides providing vast supplies of exotic food and drink, Host De Beistegui entertained his guests with 18 period tableaux, acrobats, a ballet and, for those who preferred the mambo to the minuet, two modern bands. When the Aga Khan left the palace in the morning, he remarked to his host, who had spent \$50,000 on the party, "I saw King Edward's coronation in London in 1902 and King George's in 1911 and the parties that went with them. But I have never seen anything like them since, until last night."



GUESTS ARE CHECKED carefully at entrance to palace by private detectives costumed in black robes.





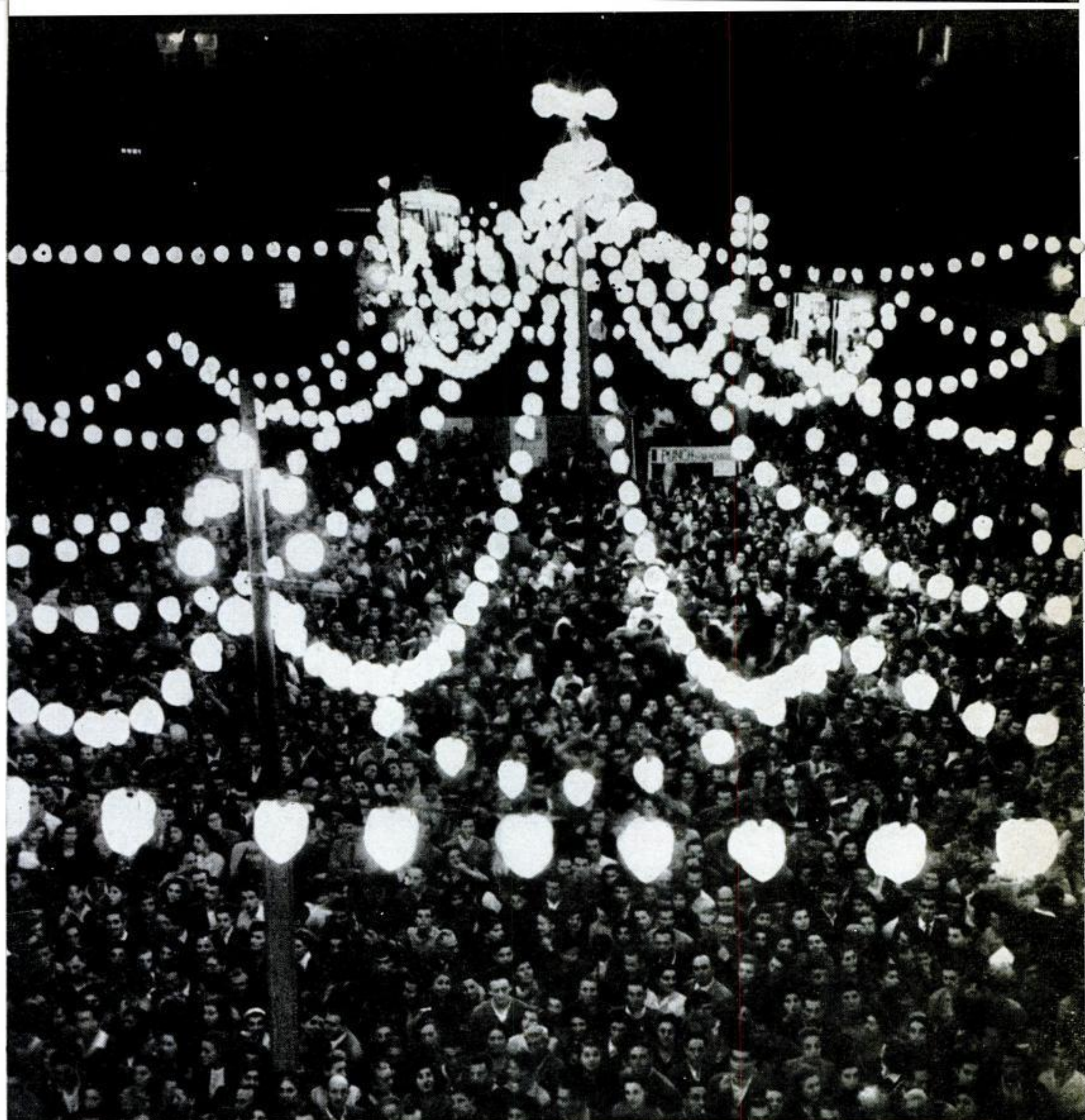




**HOST** changed his costume six times during party, wore 16-inch platforms on shoes (he is 5 feet 6 inches).

## MAN OF MEANS, NOT OF MYSTERY

When the word got around about the magnificence of the party Don Carlos de Beistegui was planning, nobody seemed to know just exactly who the host was, and for this reason the newspapers began referring to him as a "mystery millionaire." Actually there was nothing particularly mysterious about De Beistegui, a Mexican whose tremendous wealth had come from family silver mines and land holdings in the province of Puebla. His father had been ambassador to Spain before the Mexican revolution in 1910, and Don Carlos has spent most of his life hard at work lounging around Madrid, Paris and the Riviera. In the two years since he bought the enormous Palazzo Labia in Venice, trim, dapper De Beistegui has spent some \$750,000 redecorating the rooms and filling the palace with valuable antiques. Much of his effort in this period was devoted to the task of compiling a 2,000-name guest list for his party. As soon as the famous names of the invited—the Aga Khan, Barbara Hutton, Gene Tierney (*see cover*), the Duke and Duchess of Windsor (who did not attend)—became known, invitations began to appear on the black market in Rome and Paris. There they were snatched up for as much as \$500 each. A grieving widow in Holland wrote De Beistegui, "My deep sorrow over my husband's death can only be eased by an invitation to your party." As the great day approached, the lagoon of Venice filled with the sleek yachts of guests, and frantic hotel owners were trying to find rooms to accommodate the biggest influx in memory. And all of Venice was made happy when De Beistegui, with a benign condescension befitting the proprietor of a palace, threw a party in the square outside (*top, right*) for the dazzled populace.



**HOI POLLOI** of Venice gather in San Geremia Square outside Palazzo Labia to cheer notables on

balconies. De Beistegui provided music free for Venetians but they had to pay for their own refreshments.



**HOITY-TOITY** guests happily fox-trot around Palazzo Labia's upstairs ballroom. The lady with

her back to the camera (*right, foreground*) is wife of Designer Jacques Fath, came dressed as the sun.

← **BLENDING WITH BACKGROUND**, the 18th-Century-costumed guests echo the scene in the fresco done by the great Venetian painter, Giambattista Tiepolo, who did the walls and the ceiling of this room for original owner of Palazzo Labia. The subject of the painting is Anthony taking leave of Cleopatra.



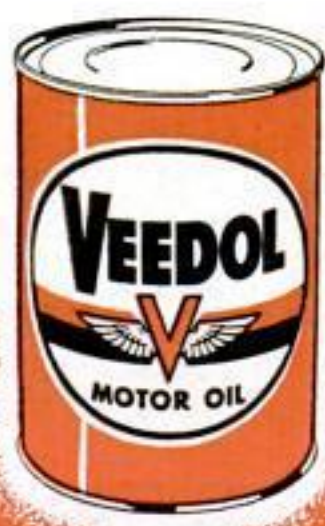
Four-Place Tonneau Sportster, designed by Richard Arbib for the VEEDOL "Dream Car" Salon.



**FOUND**

**WHEREVER FINE CARS**

**TRAVEL**



**NEW**

**VEEDOL**

**The World's Most Famous Motor Oil**

New VEEDOL is a modern motor oil that goes far beyond "premium-type" oil performance in today's more powerful motors. Made from 100% Bradford, Pennsylvania, crude—finest and most expensive in the world—New VEEDOL is a product of the great Tide Water Associated Bayonne, N. J. refinery, showplace of ultra-modern "lube" equipment.



*Palace Warming* CONTINUED

**NOBLES AND NOTABLES**



GENE TIERNEY in peasant dress is escorted by Ranieri Bourbon del Monte, who played vizier in Turkish tableau.



IRENE DUNNE (right), Mrs. Robert Wilkes watch dancers in courtyard.



ROMAN BEAUTY, Mimosa Pignatari, took part of harem girl in tableau.



**MOST FABULOUS COSTUME**, a Chinese diplomat's, was worn by Chilean Arturo Lopez, reportedly cost \$55,000.



# ACTRESSES AND AGAS



**AGA KHAN**, who is dressed as an 18th Century Venetian noble, chats from his wheelchair with Countess de Maigret.



**MRS. WINSTON CHURCHILL** came to the ball but husband did not.



**BARBARA HUTTON**, in \$15,000 costume, dances with Cecil Beaton.



**NOBLE DANCERS** who are about to samba are Princess Simone Troubetzkoy and Count Prendy Visconti of Rome.

CONTINUED ON NEXT PAGE



**WHY ZIP, ZIP, ZIP...**

**WHEN ONE ZIP DOES IT!**

If you "burn up" when your lighter won't light up, start carrying a Zippo. *One zip* and Zippo is lit . . . even in wind or rain!

It's the carefree lighter that offers you *free service*. No one has ever paid a cent to repair a Zippo! For best results with any lighter, always use Zippo Flints and Fluid.



**Zippo Town & Country.** Choice of 6 sports designs, engraved and inlaid in permanent ceramic colors. \$7.50. Other models, \$3 to \$210\*.

**Zippo Leather-Crafted.** Genuine leather in 4 smart colors. Calf or Morocco. \$5.50. Personalizing on all Zippo Lighters only \$1 extra.

**Zippo Engine-Turned.** Rich design on gleaming chromium-plate. \$5.00. Ask your dealer or write Zippo for **FREE** catalog showing other models with prices.

**ZIPPO**

THE ONE-ZIP WINDPROOF LIGHTER

© 1951 Zippo Manufacturing Company, Bradford, Pa.

IN CANADA: Zippo Mfg. Co. Canada Ltd., Niagara Falls, Ont.

\*Prices slightly higher in Canada



America's Foremost Wine Merchants  
since 1830

**BELLOWS**

a name backed with 120 years  
integrity, experience, and fine quality

*AT NO EXTRA COST*



The best Whiskies  
on the Market Today



*Palace Warming* CONTINUED



**GREASED POLE** with wine and 35,000 lire prize hanging at top was part of entertainment De Beistegui gave townfolk. Twelve-year-old boy got prize.



**DISCARDED COSTUME**, part of Salvador Dali's giant outfit, shares a bench with weary and shoeless Spanish Marques and Marquesa de Marianao.





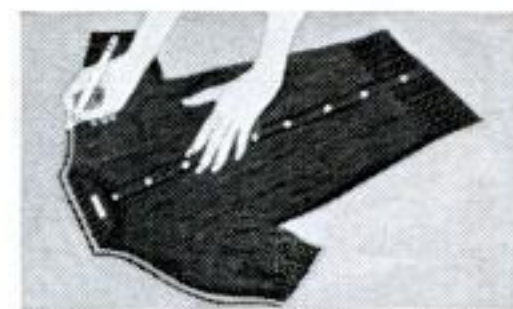
# NOW—YOU CAN AVOID THE FUSSES OF OLD-FASHIONED SWEATER WASHING!

Yes, lady, believe your eyes! You can wash "Sanforlan"-labeled wools as many times as you like—and they'll always come back to their original fit and softness.

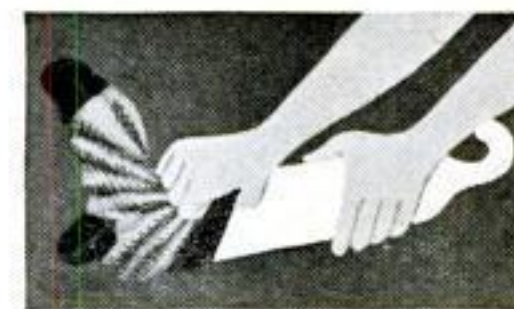
Just suds—rinse—and lay flat! "Sanforlan" sweaters won't mat or shrink out of fit... save you all the fusses and worries of ordinary sweater washing!



No more measuring



No more pattern-making



No more stretching

**SANFORLAN**

TRADE-MARK

← **LOOK FOR THIS LABEL**



No more pulling



No more blocking

Brought to you by the "Sanforized" people... Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.





*from LIFE, December 30, 1946, by Gerald Waller*

## WHAT'S IN A PICTURE...

This is Werfel, six-year-old Austrian orphan, hugging a new pair of shoes from America. For nearly five years LIFE reader Mrs. Richard Henry Wehmeyer kept this picture as a visual object lesson. "Every time I heard some petty complaint," she says, she told friends about the little boy with the new shoes,

and unfolded the clipping to show them.

As Mrs. Wehmeyer said in her letter: "This picture of a child's ecstasy over a pair of shoes has meant something personal to me for a long time." It is a special attribute of the photograph that it lasts so long—in a treasured clipping, and in the memory.

... to see life ... to see the world ... to eyewitness great events

**LIFE**



# Dick Haymes sings out for Schenley

"Taste it! You'll agree it  
must be the finest...  
because it tastes so good"



**SCHENLEY**  
The House of Rare Whiskies  
FINER, RICHER ALWAYS  
IN CONVENIENT SCHENLEY BOTTLES

*A finer, richer whiskey,  
genuinely mild, smooth  
and mellow.*

**SCHENLEY**  
RESERVE  
Blended Whiskey  
BLENDED AND BOTTLED BY  
SCHENLEY DISTILLERS, INC.  
EXECUTIVE OFFICES  
NEW YORK, N. Y.  
LABEL ADOPTED MAY 1948

For an Enchanted Evening enjoy  
**SCHENLEY**

*A Mark of Merit Whiskey  
from Schenley,  
the House of Rare Whiskies*

**DICK HAYMES SHARES** the enjoyment of his fine record collection with popular columnist and TV star Ed Sullivan. "Your favorite is mine, too," says Ed to Dick. "Schenley is so much richer and mellow, it puts more enjoyment in every drink."

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. ©1951 SCHENLEY DIST., INC., NEW YORK, N.Y.



"A singer must think of her throat. I've found the cigarette that suits my throat best is **CAMEL!**"

Vivian Blaine says:

"I've tried the different mildness tests. My throat made my choice —

**Camels!**"

**VIVIAN BLAINE**, glamorous singing star of Broadway hit, "Guys and Dolls", made different cigarette mildness tests—the sniff test, the puff test . . . and her own 30-Day Camel Test, the one *thorough* test. It was the 30-day test that gave her the answer. She found Camels exactly to her liking! They have rich flavor and the mildness her throat demands.

Smokers all over America have made these tests. And after *all* the tests, published figures show Camel is by far America's most popular cigarette!

Test Camels  
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"T-Zone"

(T FOR THROAT,  
T FOR TASTE)

Try them for 30 days and you'll know why Camel is America's most popular cigarette!



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**Not one single case of throat irritation** *due to smoking* **CAMELS**

THAT'S WHAT NOTED THROAT SPECIALISTS REPORTED IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS!